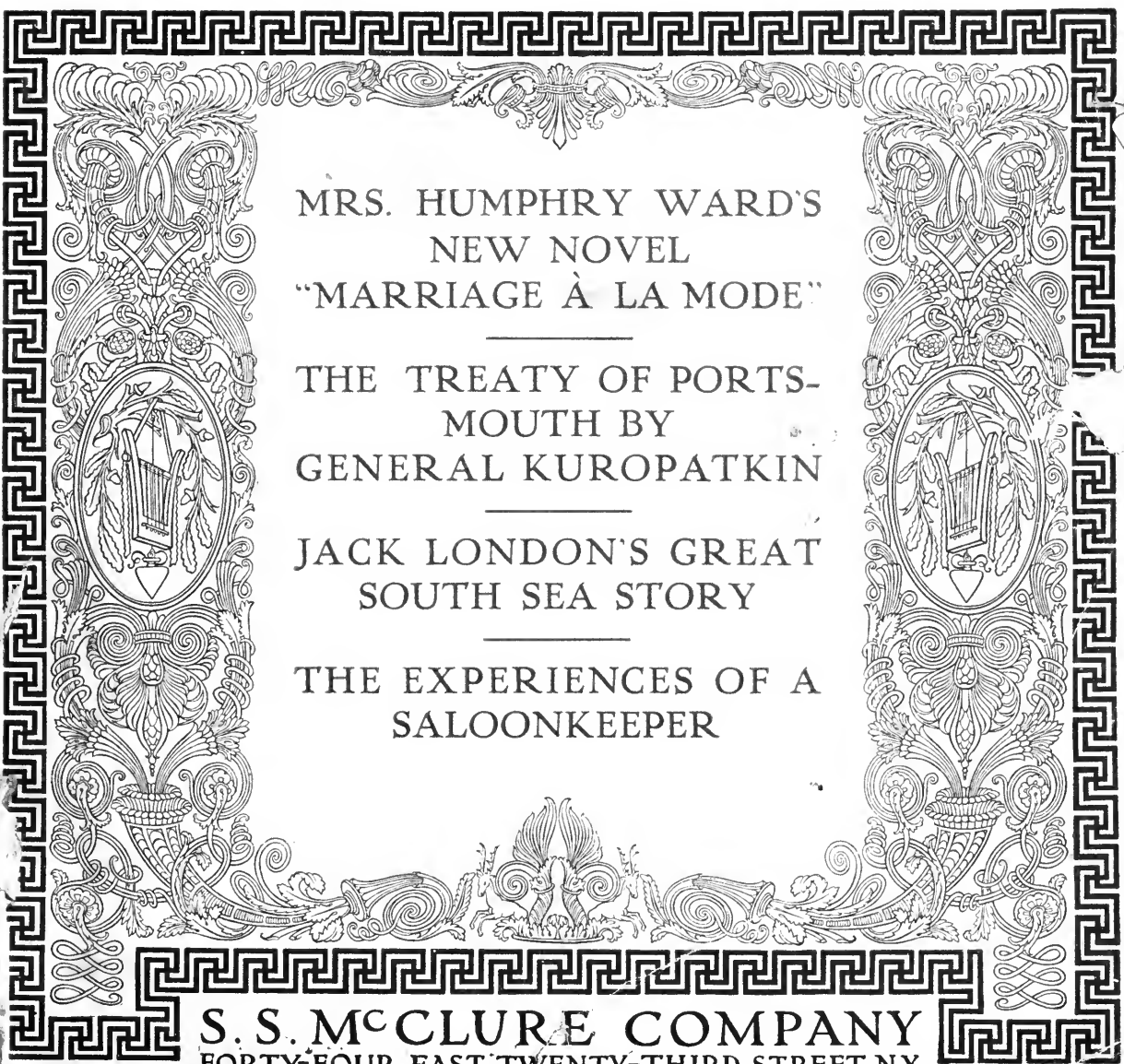


MCCLURE'S MAGAZINE

JANUARY 1909 · FIFTEEN CENTS



MRS. HUMPHRY WARD'S
NEW NOVEL
"MARRIAGE À LA MODE"

THE TREATY OF PORTS-
MOUTH BY
GENERAL KUROPATKIN

JACK LONDON'S GREAT
SOUTH SEA STORY

THE EXPERIENCES OF A
SALOONKEEPER

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*"MAKE IT
WELL
MAMA"*

THE HOUSE OF MAPUHI

BY

JACK LONDON

ILLUSTRATIONS BY WLADYSLAW T. BENDA

DESPITE the heavy clumsiness of her lines, the *Aorai* handled easily in the light breeze, and her captain ran her well in before he hove to just outside the suck of the surf. The atoll of Hikueru lay low on the water, a circle of pounded coral sand a hundred yards wide, twenty miles in circumference, and from three to five feet above high-water mark. On the bottom of the huge and glassy lagoon was much pearl shell, and from the deck of the schooner, across the slender ring of the atoll, the divers could be seen at work. But the lagoon had no entrance for even a trading schooner. With a favoring breeze cutters could win in through the tortuous and shallow channel, but the schooners lay off and on outside and sent in their small boats.

The *Aorai* swung out a boat smartly, into which sprang half a dozen brown-skinned sailors clad only in scarlet loin-cloths. They took the oars, while in the stern-sheets, at the steering sweep, stood a young man garbed in the tropic white that marks the European. But he was not all European. The golden strain of Polynesia betrayed itself in the sun-gilt of his fair skin and cast up golden sheens and lights through the glimmering blue of his eyes. Raoul he was, Alexandre Raoul, youngest son of Marie Raoul, the wealthy quarter-caste who owned and managed half a dozen trading schooners similar to the *Aorai*. Across an eddy just outside the entrance, and in and through and over a boiling tide-rip, the boat fought its way to the mirrored calm of the lagoon. Young Raoul leaped out upon the white sand and shook hands with a tall native. The man's chest and shoulders were magnificent, but the stump of a right arm, beyond the flesh of which the age-whitened bone projected several inches, attested the encounter with a shark that had put an end to his diving days and made him a fawner and an intriguer for small favors.

"Have you heard, Alec?" were his first words. "Mapuhi has found a pearl—such a pearl.

Never was there one like it ever fished up in Hikueru, nor in all the Paumotus, nor in all the world. Buy it from him. He has it now. And remember that I told you first. He is a fool and you can get it cheap. Have you any tobacco?"

Straight up the beach to a shack under a pandanus-tree Raoul headed. He was his mother's supercargo, and his business was to comb all the Paumotus for the wealth of copra, shell, and pearls that they yielded up.

He was a young supercargo, it was his second voyage in such capacity, and he suffered much secret worry from his lack of experience in pricing pearls. But when Mapuhi exposed the pearl to his sight he managed to suppress the startle it gave him, and to maintain a careless, commercial expression on his face. For the pearl had struck him a blow. It was large as a pigeon-egg, a perfect sphere, of a whiteness that reflected opalescent lights from all colors about it. It was alive. Never had he seen anything like it. When Mapuhi dropped it into his hand he was surprised by the weight of it. That showed that it was a good pearl. He examined it closely, through a pocket magnifying glass. It was without flaw or blemish. The purity of it seemed almost to melt into the atmosphere out of his hand. In the shade it was softly luminous, gleaming like a tender moon. So translucently white was it, that when he dropped it into a glass of water he had difficulty in finding it. So straight and swiftly had it sunk to the bottom that he knew its weight was excellent.

"Well, what do you want for it?" he asked, with a fine assumption of nonchalance.

"I want——" Mapuhi began, and behind him, framing his own dark face, the dark faces of two women and a girl nodded concurrence in what he wanted. Their heads were bent forward, they were animated by a suppressed eagerness, their eyes flashed avariciously.

"I want a house," Mapuhi went on. "It must have a roof of galvanized iron and an octagon-drop-clock. It must be six fathoms

long with a porch all around. A big room must be in the center, with a round table in the middle of it and that octagon-drop-clock on the wall. There must be four bedrooms, two on each side of the big room, and in each bedroom must be an iron bed, two chairs, and a washstand. And back of the house must be a kitchen, a good kitchen, with pots and pans and a stove. And you must build the house on my island, which is Fakarava."

"Is that all?" Raoul asked incredulously.

"There must be a sewing-machine," spoke up Tefara, Mapuhi's wife.

"Not forgetting the octagon-drop-clock," added Nauri, Mapuhi's mother.

"Yes, that is all," said Mapuhi.

Young Raoul laughed. He laughed long and heartily. But while he laughed, he secretly performed problems in mental arithmetic. He had never built a house in his life, and his notions concerning house-building were hazy. While he laughed, he calculated the cost of the voyage to Tahiti for materials, of the materials

themselves, of the voyage back again to Fakarava, and the cost of landing the materials and of building the house. It would come to four thousand French dollars, allowing a margin for safety—four thousand French dollars were equivalent to twenty thousand francs. It was impossible. How was he to know the value of such a pearl? Twenty thousand francs was a lot of money—and of his mother's money at that.

"Mapuhi," he said, "you are a big fool. Set a money price."

But Mapuhi shook his head, and the three heads behind him shook with his.

"I want the house," he said. "It must be six fathoms long with a porch all around——"

"Yes, yes," Raoul interrupted. "I know all about your house, but it won't do. I'll give you a thousand Chili dollars."

The four heads chorused a silent negative.

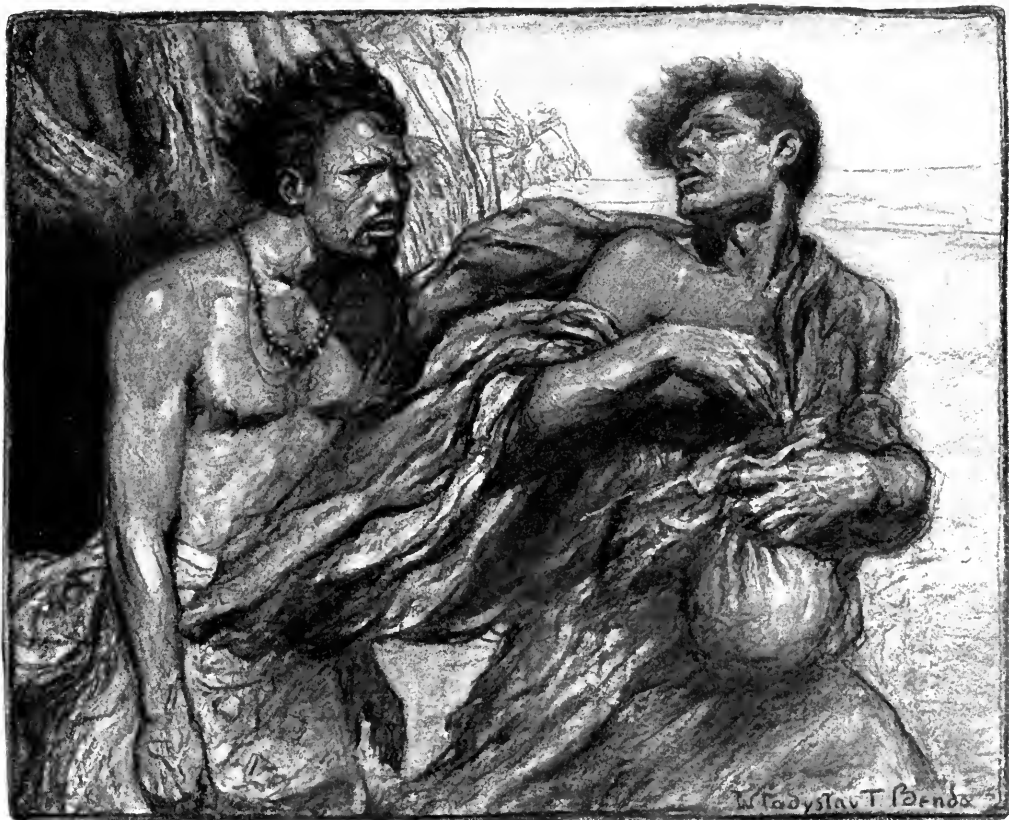
"And a hundred Chili dollars in trade."

"I want the house," Mapuhi began.

"What good will the house do you?" Raoul



"'I WANT A HOUSE,' SAID MAPUHI"



"YOU ARE LUCKY," HE SAID. "IT IS A NICE PEARL. I WILL GIVE YOU CREDIT ON THE BOOKS."

demanded. "The first hurricane that comes along will wash it away. You ought to know. Captain Raffy says it looks like a hurricane right now."

"Not on Fakarava," said Mapuhi. "The land is much higher there. On this island, yes. Any hurricane can sweep Hikueru. I will have the house on Fakarava. It must be six fathoms long with a porch all around —"

And Raoul listened again to the tale of the house. Several hours he spent in the endeavor to hammer the house-obsession out of Mapuhi's mind; but Mapuhi's mother and wife, and Ngakura, Mapuhi's daughter, bolstered him in his resolve for the house. Through the open doorway, while he listened for the twentieth time to the detailed description of the house that was wanted, Raoul saw his schooner's second boat draw up on the beach. The sailors rested on the oars, advertising haste to be gone. The first mate of the *Aorai* sprang ashore, exchanged a word with the one-armed native, then hurried toward Raoul. The day grew suddenly dark, as a squall obscured the face of the sun. Across the lagoon Raoul could see approaching the ominous line of the puff of wind.

"Captain Raffy says you've got to get to hell outa here," was the mate's greeting. "If there's any shell, we've got to run the risk of picking it up later on — so he says. The barometer's dropped to twenty-nine-seventy."

The gust of wind struck the pandanus-tree overhead and tore through the palms beyond, flinging half a dozen ripe cocoanuts, with heavy thuds, to the ground. Then came the rain out of the distance, advancing with the roar of a gale of wind and causing the water of the lagoon to smoke in driven windrows. The sharp rattle of the first drops was on the leaves when Raoul sprang to his feet.

"A thousand Chili dollars, cash down, Mapuhi," he said. "And two hundred Chili dollars in trade."

"I want a house —" the other began.

"Mapuhi!" Raoul yelled, in order to make himself heard. "You are a fool!"

He flung out of the house, and, side by side with the mate, fought his way down the beach toward the boat. They could not see the boat. The tropic rain sheeted about them so that they could see only the beach under their feet and the spiteful little waves from the lagoon that

snapped and bit at the sand. A figure appeared through the deluge. It was Huru-Huru, the man with the one arm.

"Did you get the pearl?" he yelled in Raoul's ear.

"Mapuhi is a fool!" was the answering yell, and the next moment they were lost to each other in the descending water.

Half an hour later, Huru-Huru, watching from the seaward side of the atoll, saw the two boats hoisted in and the *Aorai* pointing her nose out to sea. And near her, just come in from the sea on the wings of the squall, he saw another schooner hove to and dropping a boat into the water. He knew her. It was the *Orobena*, owned by Toriki, the half-caste trader, who served as his own supercargo and who doubtlessly was even then in the stern-sheets of the boat. Huru-Huru chuckled. He knew that Mapuhi owed Toriki for trade-goods advanced the year before.

The squall had passed. The hot sun was blazing down, and the lagoon was once more a mirror. But the air was sticky like mucilage, and the weight of it seemed to burden the lungs and make breathing difficult.

"Have you heard the news, Toriki?" Huru-Huru asked. "Mapuhi has found a pearl. Never was there a pearl like it ever fished up in Hikueru, nor anywhere in the Paumotu, nor anywhere in all the world. Mapuhi is a fool. Besides, he owes you money. Remember that I told you first. Have you any tobacco?"

And to the grass-shack of Mapuhi went Toriki. He was a masterful man, withal a fairly stupid one. Carelessly he glanced at the wonderful pearl — glanced for a moment only; and carelessly he dropped it into his pocket.

"You are lucky," he said. "It is a nice pearl. I will give you credit on the books."

"I want a house," Mapuhi began, in consternation. "It must be six fathoms——"

"Six fathoms your grandmother!" was the trader's retort. "You want to pay up your debts, that's what you want. You owed me twelve hundred dollars Chili. Very well; you owe them no longer. The amount is squared. Besides, I will give you credit for two hundred Chili. If, when I get to Tahiti, the pearl sells well, I will give you credit for another hundred — that will make three hundred. But mind, only if the pearl sells well. I may even lose money on it."

Mapuhi folded his arms in sorrow and sat with bowed head. He had been robbed of his pearl. In place of the house, he had paid a debt. There was nothing to show for the pearl.

"You are a fool," said Tefara.

"You are a fool," said Nauri, his mother. "Why did you let the pearl into his hand?"

"What was I to do?" Mapuhi protested. "I owed him the money. He knew I had the pearl. You heard him yourself ask to see it. I had not told him. He knew. Somebody else told him. And I owed him the money."

"Mapuhi is a fool," mimicked Ngakura.

She was twelve years old and did not know any better. Mapuhi relieved his feelings by sending her reeling from a box on the ear; while Tefara and Nauri burst into tears and continued to upbraid him after the manner of women.

Huru-Huru, watching on the beach, saw a third schooner that he knew heave to outside the entrance and drop a boat. It was the *Hira*, well named, for she was owned by Levy, the German Jew, the greatest pearl-buyer of them all, and, as was well known, Hira was the Tahitian god of fishermen and thieves.

"Have you heard the news?" Huru-Huru asked, as Levy, a fat man with massive asymmetrical features, stepped out upon the beach. "Mapuhi has found a pearl. There was never a pearl like it in Hikueru, in all the Paumotu, in all the world. Mapuhi is a fool. He has sold it to Toriki for fourteen hundred Chili — I listened outside and heard. Toriki is likewise a fool. You can buy it from him cheap. Remember that I told you first. Have you any tobacco?"

"Where is Toriki?"

"In the house of Captain Lynch drinking absinthe. He has been there an hour."

And while Levy and Toriki drank absinthe and chattered over the pearl, Huru-Huru listened and heard the stupendous price of twenty-five thousand francs agreed upon.

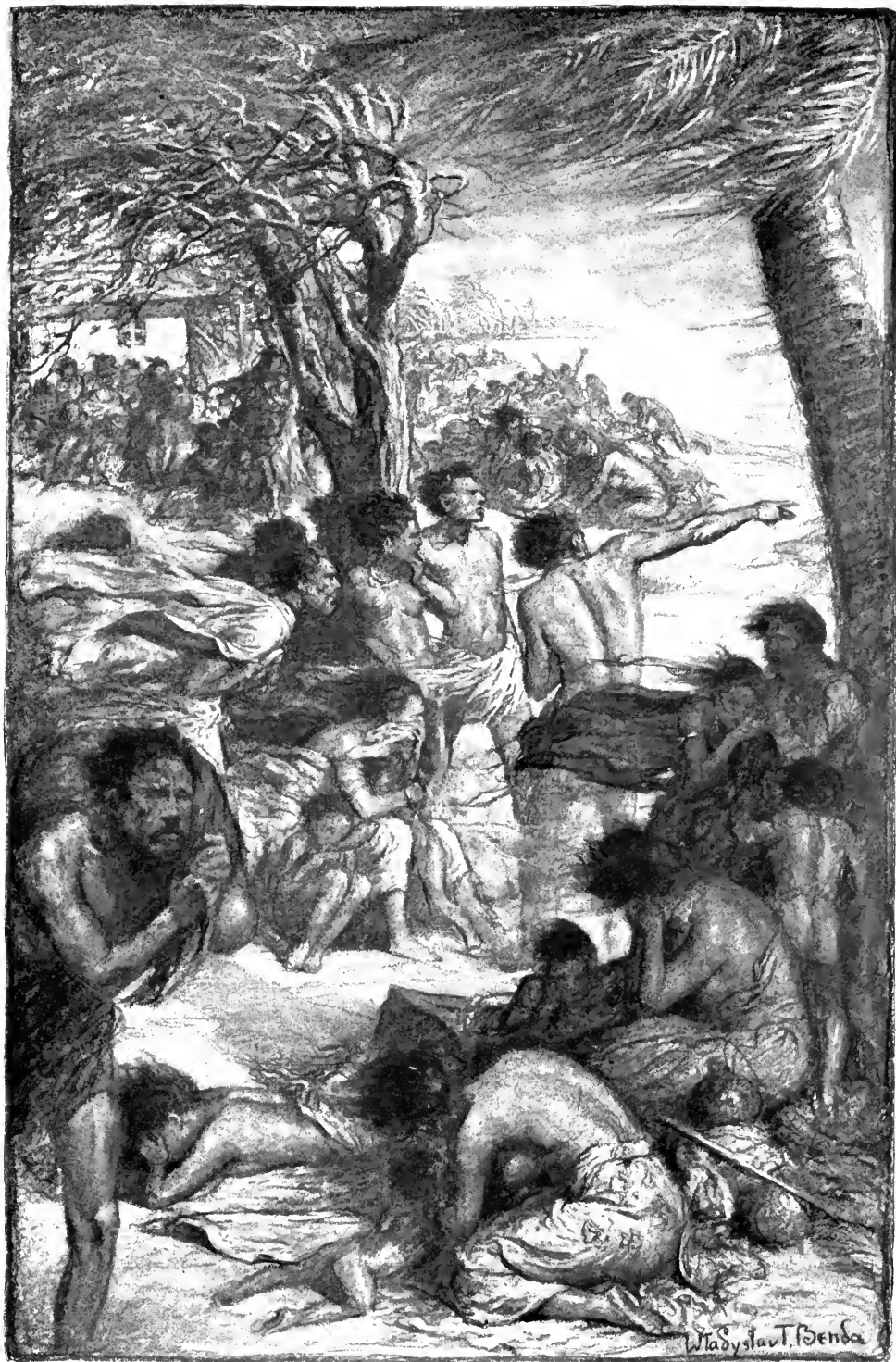
It was at this time that both the *Orobena* and the *Hira*, running in close to the shore, began firing guns and signaling frantically. The three men stepped outside in time to see the two schooners go hastily about and head off shore, dropping mainsails and flying-jibs on the run in the teeth of the squall that heeled them far over on the whitened water. Then the rain blotted them out.

"They'll be back after it's over," said Toriki. "We'd better be getting out of here."

"I reckon the glass has fallen some more," said Captain Lynch.

He was a white-bearded sea-captain, too old for service, who had learned that the only way to live on comfortable terms with his asthma was on Hikueru. He went inside to look at the barometer.

"Great God!" they heard him exclaim, and rushed in to join with him at staring at a dial which marked twenty-nine-twenty.



"SEVERAL HUNDRED PERSONS OF ALL AGES AND SEXES WERE CONGREGATED ABOUT THE CAPTAIN'S DWELLING"

Again they came out, this time anxiously to consult sea and sky. The squall had cleared away, but the sky remained overcast. The two schooners, under all sail and joined by a third, could be seen making back. A veer in the wind induced them to slack off sheets, and five minutes afterward a sudden veer from the opposite quarter caught all three schooners aback, and those on shore could see the boom-tackles being slacked away or cast off on the jump. The sound of the surf was loud, hollow, and menacing, and a heavy swell was setting in. A terrible sheet of lightning burst before their eyes, illuminating the dark day, and the thunder rolled wildly about them.

Toriki and Levy broke into a run for their boats, the latter ambling along like a panic-stricken hippopotamus. As their two boats swept out the entrance, they passed the boat of the *Aorai* coming in. In the stern-sheets, encouraging the rowers, was Raoul. Unable to shake the vision of the pearl from his mind, he was returning to accept Mapuhi's price of a house.

He landed on the beach in the midst of a driving thunder squall that was so dense that he collided with Huru-Huru before he saw him.

"Too late," yelled Huru-Huru. "Mapuhi sold it to Toriki for fourteen hundred Chili, and Toriki sold it to Levy for twenty-five thousand francs. And Levy will sell it in France for a hundred thousand francs. Have you any tobacco?"

Raoul felt relieved. His troubles about the pearl were over. He need not worry any more, even if he had not got the pearl. But he did not believe Huru-Huru. Mapuhi might well have sold it for fourteen hundred Chili, but that Levy, who knew pearls, should have paid twenty-five thousand francs was too wide a stretch. Raoul decided to interview Captain Lynch on the subject, but when he arrived at that ancient mariner's house he found him looking wide-eyed at the barometer.

"What do you read it?" Captain Lynch asked anxiously, rubbing his spectacles and staring again at the instrument.

"Twenty-nine-ten," said Raoul. "I have never seen it so low before."

"I should say not!" snorted the captain. "Fifty years boy and man on all the seas, and I've never seen it go down to that. Listen!"

They stood for a moment, while the surf rumbled and shook the house. Then they went outside. The squall had passed. They could see the *Aorai* lying becalmed a mile away and pitching and tossing madly in the tremendous seas that rolled in stately procession down out of the northeast and flung themselves furiously

upon the coral shore. One of the sailors from the boat pointed at the mouth of the passage and shook his head. Raoul looked and saw a white anarchy of foam and surge.

"I guess I'll stay with you to-night, Captain," he said; then turned to the sailor and told him to haul the boat out and to find shelter for himself and fellows.

"Twenty-nine flat," Captain Lynch reported, coming out from another look at the barometer, a chair in his hand.

He sat down and stared at the spectacle of the sea. The sun came out, increasing the sultriness of the day, while the dead calm still held. The seas continued to increase in magnitude.

"What makes that sea is what gets me," Raoul muttered petulantly. "There is no wind, yet look at it, look at that fellow there!"

Miles in length, carrying tens of thousands of tons in weight, its impact shook the frail atoll like an earthquake. Captain Lynch was startled.

"Gracious!" he exclaimed, half-rising from his chair, then sinking back.

"But there is no wind," Raoul persisted. "I could understand it if there was wind along with it."

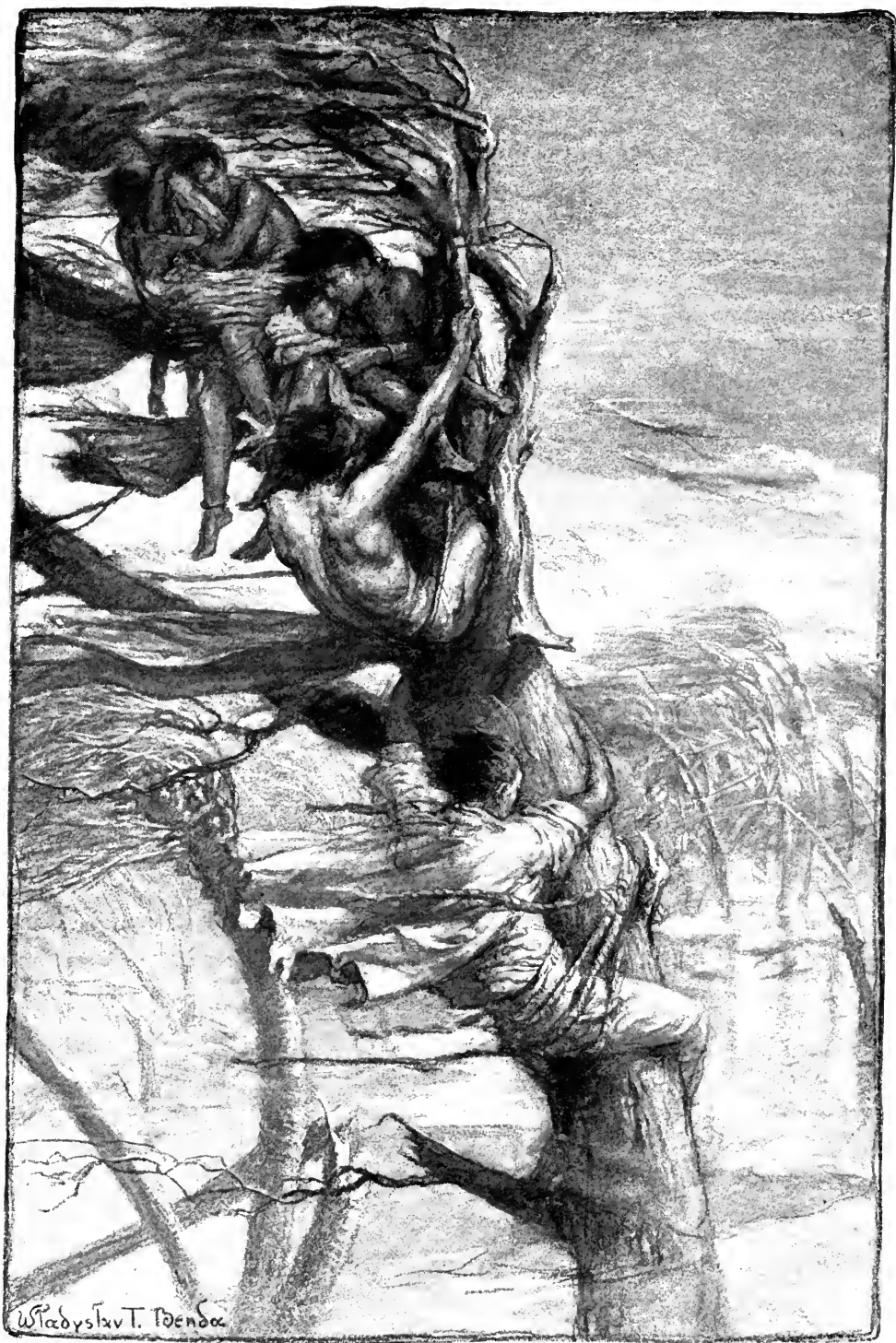
"You'll get the wind soon enough without worryin' for it," was the grim reply.

The two men sat on in silence. The sweat stood out on their skin in myriads of tiny drops that ran together forming blotches of moisture, which, in turn, coalesced into rivulets that dripped to the ground. They panted for breath, the old man's efforts being especially painful. A sea swept up the beach, licking around the trunks of the cocoanuts and subsiding almost at their feet.

"Way past high-water mark," Captain Lynch remarked; "and I've been here eleven years." He looked at his watch. "It is three o'clock."

A man and woman, at their heels a motley following of brats and curs, trailed disconsolately by. They came to a halt beyond the house, and, after much irresolution, sat down in the sand. A few minutes later another family trailed in from the opposite direction, the men and women carrying a heterogeneous assortment of possessions. And soon several hundred persons of all ages and sexes were congregated about the captain's dwelling. He called to one new arrival, a woman with a nursing babe in her arms, and in answer received the information that her house had just been swept into the lagoon.

This was the highest spot of land in miles, and already, in many places on either hand, the great seas were making a clean breach of the



"IT HAD LONG SINCE PASSED BEYOND ALL HIS EXPERIENCE OF WIND"

slender ring of the atoll and surging into the lagoon. Twenty miles around stretched the ring of the atoll, and in no place was it more than fifty fathoms wide. It was the height of the diving season, and from all the islands around, even as far as Tahiti, the natives had gathered.

"There are twelve hundred men, women, and children here," said Captain Lynch. "I wonder how many will be here to-morrow morning."

"But why don't it blow? — that's what I want to know," Raoul demanded.

"Don't worry, young man, don't worry; you'll get your troubles fast enough."

Even as Captain Lynch spoke, a great watery mass smote the atoll. The sea-water churned about them three inches deep under their chairs. A low wail of fear went up from the many women. The children, with clasped hands, stared at the immense rollers and cried piteously. Chickens and cats, wading perturbedly in the water, as by common consent, with flight and scramble, took refuge on the roof of the captain's house. A Paumotan, with a litter of new-born puppies in a basket, climbed into a cocoanut tree and twenty feet above the ground made the basket fast. The mother floundered about in the water beneath, whining and yelping.

And still the sun shone brightly and the dead calm continued. They sat and watched the seas and the insane pitching of the *Aorai*. Captain Lynch gazed at the huge mountains of water sweeping in until he could gaze no more.

He covered his face with his hands to shut out the sight; then went into the house.

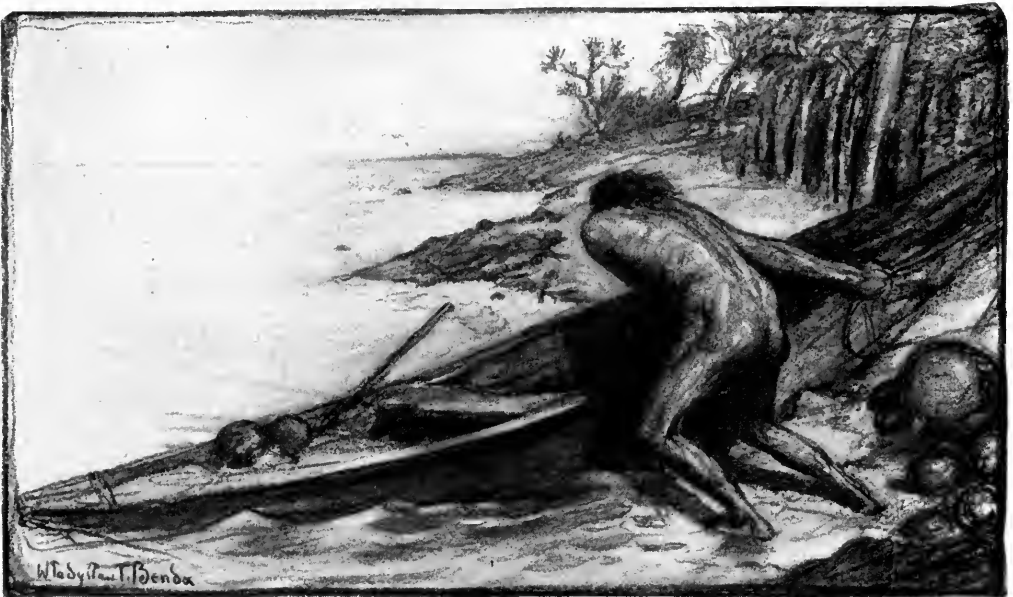
"Twenty-eight-sixty," he said quietly when he returned.

In his arm was a coil of rope. He cut it into two-fathom lengths, giving one to Raoul, retaining one for himself, and distributing the remainder among the women with the advice to pick out a tree and climb.

A light air began to blow out of the northeast, and the fan of it on his cheek seemed to cheer Raoul up. He could see the *Aorai* trimming her sheets and heading off shore, and he regretted that he was not on her. She would get away at any rate, but as for the atoll — A sea breached across, almost sweeping him off his feet, and he selected a tree. Then he remembered the barometer and ran back to the house. He encountered Captain Lynch on the same errand, and together they went in.

"Twenty-eight-twenty," said the old mariner. "It's going to be fair hell around here — what was that?"

The air seemed filled with the rush of something. The house quivered and vibrated, and they heard the thrumming of a mighty note of sound. The windows rattled. Two panes crashed; a draught of wind tore in, striking them and making them stagger. The door opposite banged shut, shattering the latch. The white door-knob crumbled in fragments to the floor. Then came a new sound like the rattle of musketry, as the spray from a sea struck the wall of the house. Captain Lynch looked at his



"ON THE EIGHTEENTH DAY SHE LAUNCHED THE CANOE THROUGH THE SURF"

watch. It was four o'clock. He put on a coat of pilot cloth, unhooked the barometer, and stowed it away in a capacious pocket. Again a sea struck the house, with a heavy thud, and the light building tilted, twisted quarter-around on its foundation, and sank down, its floor at an angle of ten degrees.

Raoul went out first. The wind caught him and whirled him away. He noted that it had hauled around to the east. With a great effort he threw himself on the sand, crouching and holding his own. Captain Lynch, driven like a wisp of straw, sprawled over him. Two of the *Aorai's* sailors, leaving a cocoanut tree to which they had been clinging, came to their aid, leaning against the wind at impossible angles and fighting and clawing every inch of the way.

The old man's joints were stiff and he could not climb, so the sailors, by means of short ends of rope tied together, hoisted him up the trunk, a few feet at a time, till they could make him fast, at the top of the tree, fifty feet from the ground. Raoul passed his length of rope around the base of an adjacent tree and stood looking on. The wind was frightful. He had never dreamed it could blow so hard. A sea breached across the atoll, wetting him to the knees ere it subsided into the lagoon. The sun had disappeared, and a lead-colored twilight had settled down. A few drops of rain, driving horizontally, struck him. The impact was like that of leaden pellets. A splash of salt spray struck his face. It was like the slap of a man's hand. His cheeks stung, and involuntary tears of pain were in his smarting eyes. Several hundred natives had taken to the trees, and he could have laughed at the bunches of human fruit clustering in the tops. Then, being Tahitian-born, he doubled his body at the waist, clasped the trunk of his tree with his hands, pressed the soles of his feet against the near surface of the trunk, and began to walk up the tree. At the top he found two women, two children, and a man. One little girl clasped a house-cat in her arms.

From his eyrie he waved his hand to Captain Lynch, and that doughty patriarch waved back. Raoul was appalled at the sky. It had approached much nearer — in fact, it seemed just over his head; and it had turned from lead to black. Many people were still on the ground grouped about the bases of the trees and holding on. Several such clusters were praying, and in one the Mormon missionary was exhorting. A weird sound, rhythmical, faint as the faintest chirp of a far cricket, enduring but for a moment, but in that moment suggesting to him vaguely the thought of heaven and celestial music, came to his ear. He glanced about him and saw, at the base of another tree, a large

cluster of people holding on by ropes and by one another. He could see their faces working and their lips moving in unison. No sound came to him, but he knew that they were singing hymns.

Still the wind continued to blow harder. By no conscious process could he measure it, for it had long since passed beyond all his experience of wind; but he knew somehow, nevertheless, that it was blowing harder. Not far away a tree was uprooted, flinging its load of human beings to the ground. A sea washed across the strip of sand, and they were gone. Things were happening quickly. He saw a brown shoulder and a black head silhouetted against the churning white of the lagoon. The next instant that, too, had vanished. Other trees were going, falling and criss-crossing like matches. He was amazed at the power of the wind. His own tree was swaying perilously, one woman was wailing and clutching the little girl, who in turn still hung on to the cat.

The man, holding the other child, touched Raoul's arm and pointed. He looked and saw the Mormon church careering drunkenly a hundred feet away. It had been torn from its foundations, and wind and sea were heaving and shoving it toward the lagoon. A frightful wall of water caught it, tilted it, and flung it against half a dozen cocoanut trees. The bunches of human fruit fell like ripe cocoanuts. The subsiding wave showed them on the ground, some lying motionless, others squirming and writhing. They reminded him strangely of ants. He was not shocked. He had risen above horror. Quite as a matter of course he noted the succeeding wave sweep the sand clean of the human wreckage. A third wave, more colossal than any he had yet seen, hurled the church into the lagoon, where it floated off into the obscurity to leeward, half-submerged, reminding him for all the world of a Noah's ark.

He looked for Captain Lynch's house, and was surprised to find it gone. Things certainly were happening quickly. He noticed that many of the people in the trees that still held had descended to the ground. The wind had yet again increased. His own tree showed that. It no longer swayed or bent over and back. Instead, it remained practically stationary, curved in a rigid angle from the wind and merely vibrating. But the vibration was sickening. It was like that of a tuning-fork or the tongue of a jew's-harp. It was the rapidity of the vibration that made it so bad. Even though its roots held, it could not stand the strain for long. Something would have to break.

Ah, there was one that had gone. He had not seen it go, but there it stood, the remnant,

broken off half-way up the trunk. One did not know what happened unless he saw it. The mere crashing of trees and wails of human despair occupied no place in that mighty volume of sound. He chanced to be looking in Captain Lynch's direction when it happened. He saw the trunk of the tree, half-way up, splinter and part without noise. The head of the tree, with three sailors of the *Aorai* and the old captain, sailed off over the lagoon. It did not fall to the ground, but drove through the air like a piece of chaff. For a hundred yards he followed its flight, when it struck the water. He strained his eyes, and was sure that he saw Captain Lynch wave farewell.

Raoul did not wait for anything more. He touched the native and made signs to descend to the ground. The man was willing; but his women were paralyzed from terror, and he elected to remain with them. Raoul passed his rope around the tree and slid down. A rush of salt water went over his head. He held his breath and clung desperately to the rope. The water subsided, and in the shelter of the trunk he breathed once more. He fastened the rope more securely, and then was put under by another sea. One of the women slid down and joined him, the native remaining by the other woman, the two children, and the cat.

The supercargo had noticed how the groups clinging at the bases of the other trees continually diminished. Now he saw the process work out alongside him. It required all his strength to hold on, and the woman who had joined him was growing weaker. Each time he emerged from a sea he was surprised to find himself still there, and next, surprised to find the woman still there. At last he emerged to find himself alone. He looked up. The top of the tree had gone as well. At half its original height, a splintered end vibrated. He was safe. The roots still held, while the tree had been shorn of its windage. He began to climb up. He was so weak that he went slowly, and sea after sea caught him before he was above them. Then he tied himself to the trunk and stiffened his soul to face the night and he knew not what.

He felt very lonely in the darkness. At times it seemed to him that it was the end of the world and that he was the last one left alive. Still the wind increased. Hour after hour it increased. By what he calculated was eleven o'clock, the wind had become unbelievable. It was a horrible, monstrous thing, a screaming fury, a wall that smote and passed on but that continued to smite and pass on — a wall without end. It seemed to him that he had become light and ethereal; that it was he that was in motion;

that he was being driven with inconceivable velocity through unending solidness. The wind was no longer air in motion. It had become substantial as water or quicksilver. He had a feeling that he could reach into it and tear it out in chunks as one might do with the meat in the carcass of a steer; that he could seize hold of the wind and hang on to it as a man might hang on to the face of a cliff.

The wind strangled him. He could not face it and breathe, for it rushed in through his mouth and nostrils, distending his lungs like bladders. At such moments it seemed to him that his body was being packed and swollen with solid earth. Only by pressing his lips to the trunk of the tree could he breathe. Also, the ceaseless impact of the wind exhausted him. Body and brain became wearied. He no longer observed, no longer thought, and was but semi-conscious. One idea constituted his consciousness: *So this was a hurricane*. That one idea persisted irregularly. It was like a feeble flame that flickered occasionally. From a state of stupor he would return to it — *So this was a hurricane*. Then he would go off into another stupor.

The height of the hurricane endured from eleven at night till three in the morning, and it was at eleven that the tree in which clung Mapuhi and his women snapped off. Mapuhi rose to the surface of the lagoon, still clutching his daughter Ngakura. Only a South Sea islander could have lived in such a driving smother. The pandanus-tree, to which he attached himself, turned over and over in the froth and churn; and it was only by holding on at times and waiting, and at other times shifting his grips rapidly, that he was able to get his head and Ngakura's to the surface at intervals sufficiently near together to keep the breath in them. But the air was mostly water, what with flying spray and sheeted rain that poured along at right angles to the perpendicular.

It was ten miles across the lagoon to the farther ring of sand. Here, tossing tree-trunks, timbers, wrecks of cutters, and wreckage of houses, killed nine out of ten of the miserable beings who survived the passage of the lagoon. Half-drowned, exhausted, they were hurled into this mad mortar of the elements and battered into formless flesh. But Mapuhi was fortunate. His chance was the one in ten; it fell to him by the freakage of fate. He emerged upon the sand, bleeding from a score of wounds. Ngakura's left arm was broken; the fingers of her right hand were crushed; and cheek and forehead were laid open to the bone. He clutched a tree that yet stood, and clung on, holding the girl and sobbing for air, while the waters of the

lagoon washed by knee-high and at times waist-high.

At three in the morning the backbone of the hurricane broke. By five no more than a stiff breeze was blowing. And by six it was dead calm and the sun was shining. The sea had gone down. On the yet restless edge of the lagoon, Mapuhi saw the broken bodies of those that had failed in the landing. Undoubtedly Tefara and Nauri were among them. He went along the beach examining them, and came upon his wife, lying half in and half out of the water. He sat down and wept, making harsh animal-noise after the manner of primitive grief. Then she stirred uneasily, and groaned. He looked more closely. Not only was she alive, but she was uninjured. She was merely sleeping. Hers also had been the one chance in ten.

Of the twelve hundred alive the night before but three hundred remained. The Mormon missionary and a gendarme made the census. The lagoon was cluttered with corpses. Not a house nor a hut was standing. In the whole atoll not two stones remained one upon another. One in fifty of the cocoanut palms still stood, and they were wrecks, while on not one of them remained a single nut. There was no fresh water. The shallow wells that caught the surface seepage of the rain were filled with salt. Out of the lagoon a few soaked bags of flour were recovered. The survivors cut the hearts out of the fallen cocoanut trees and ate them. Here and there they crawled into tiny hutches, made by hollowing out the sand and covering over with fragments of metal roofing. The missionary made a crude still, but he could not distill water for three hundred persons. By the end of the second day, Raoul, taking a bath in the lagoon, discovered that his thirst was somewhat relieved. He cried out the news, and thereupon three hundred men, women, and children could have been seen, standing up to their necks in the lagoon and trying to drink water in through their skins. Their dead floated about them, or were stepped upon where they still lay upon the bottom. On the third day the people buried their dead and sat down to wait for the rescue steamers.

In the meantime, Nauri, torn from her family by the hurricane, had been swept away on an adventure of her own. Clinging to a rough plank that wounded and bruised her and that filled her body with splinters, she was thrown clear over the atoll and carried away to sea. Here, under the amazing buffets of mountains of water, she lost her plank. She was an old woman — nearly sixty; but she was Paumotan-born, and she had never been out of sight of the sea in her life. Swimming in the darkness, strangling, suffocating, fighting for air, she was

struck a heavy blow on the shoulder by a cocoanut. On the instant her plan was formed, and she seized the nut. In the next hour she captured seven more. Tied together, they formed a life-buoy that preserved her life while at the same time it threatened to pound her to a jelly. She was a fat woman, and she bruised easily; but she had had experience of hurricanes, and, while she prayed to her shark god for protection from sharks, she waited for the wind to break. But at three o'clock she was in such a stupor that she did not know. Nor did she know at six o'clock when the dead calm settled down. She was shocked into consciousness when she was thrown upon the sand. She dug in with raw and bleeding hands and feet and clawed against the backwash until she was beyond the reach of the waves.

She knew where she was. This land could be no other than the tiny islet of Takokota. It had no lagoon. No one lived upon it. Hikueru was fifteen miles away. She could not see Hikueru, but she knew that it lay to the south. The days went by, and she lived on the cocoanuts that had kept her afloat. They supplied her with drinking water and with food. But she did not drink all she wanted, nor eat all she wanted. Rescue was problematical. She saw the smoke of the rescue steamers on the horizon, but what steamer could be expected to come to lonely, uninhabited Takokota?

From the first she was tormented by corpses. The sea persisted in flinging them upon her bit of sand, and she persisted, until her strength failed, in thrusting them back into the sea where the sharks tore at them and devoured them. When her strength failed, the bodies festooned her beach with ghastly horror, and she withdrew from them as far as she could, which was not far.

By the tenth day her last cocoanut was gone, and she was shriveling from thirst. She dragged herself along the sand, looking for cocoanuts. It was strange that so many bodies floated up, and no nuts. Surely, there were more cocoanuts afloat than dead men! She gave up at last, and lay exhausted. The end had come. Nothing remained but to wait for death.

Coming out of a stupor, she became slowly aware that she was gazing at a patch of sandy-red hair on the head of a corpse. The sea flung the body toward her, then drew it back. It turned over, and she saw that it had no face. Yet there was something familiar about that patch of sandy-red hair. An hour passed. She did not exert herself to make the identification. She was waiting to die, and it mattered little to her what man that thing of horror once might have been.

But at the end of the hour she sat up slowly and stared at the corpse. An unusually large wave had thrown it beyond the reach of the lesser waves. Yes, she was right; that patch of red hair could belong to but one man in the Paumotus. It was Levy, the German Jew, the man who had bought the pearl and carried it away on the *Hira*. Well, one thing was evident: the *Hira* had been lost. The pearl-buyer's god of fishermen and thieves had gone back on him.

She crawled down to the dead man. His shirt had been torn away, and she could see the leather money-belt about his waist. She held her breath and tugged at the buckles. They gave easier than she had expected, and she crawled hurriedly away across the sand, dragging the belt after her. Pocket after pocket she unbuckled in the belt and found empty. Where could he have put it? In the last pocket of all she found it, the first and only pearl he had bought on the voyage. She crawled a few feet farther, to escape the pestilence of the belt, and examined the pearl. It was the one Mapuhi had found and been robbed of by Toriki. She weighed it in her hand and rolled it back and forth caressingly. But in it she saw no intrinsic beauty. What she did see was the house Mapuhi and Tefara and she had builded so carefully in their minds. Each time she looked at the pearl she saw the house in all its details, including the octagon-drop-clock on the wall. That was something to live for.

She tore a strip from her *abu* and tied the pearl securely about her neck. Then she went on along the beach, panting and groaning, but resolutely seeking for cocoanuts. Quickly she found one, and, as she glanced around, a second. She broke one, drinking its water, which was mildewy, and eating the last particle of the meat. A little later she found a shattered dug-out. Its outrigger was gone, but she was hopeful, and, before the day was out, she found the outrigger. Every find was an augury. The pearl was a talisman. Late in the afternoon she saw a wooden box floating low in the water. When she dragged it out on the beach its contents rattled, and inside she found ten tins of salmon. She opened one by hammering it on the canoe. When a leak was started, she drained the tin. After that she spent several hours in extracting the salmon, hammering and squeezing it out a morsel at a time.

Eight days longer she waited for rescue. In the meantime she fastened the outrigger back on the canoe, using for lashings all the cocoanut-fiber she could find, and also what remained of her *abu*. The canoe was badly cracked, and she could not make it water-tight; but a calabash

made from a cocoanut she stored on board for a bailer. She was hard put for a paddle. With a piece of tin she sawed off all her hair close to the scalp. Out of the hair she braided a cord; and by means of the cord she lashed a three-foot piece of broom-handle to a board from the salmon case. She gnawed wedges with her teeth and with them wedged the lashing.

On the eighteenth day, at midnight, she launched the canoe through the surf and started back for Hikueru. She was an old woman. Hardship had stripped her fat from her till scarcely more than bones and skin and a few stringy muscles remained. The canoe was large and should have been paddled by three strong men. But she did it alone, with a make-shift paddle. Also, the canoe leaked badly, and one third of her time was devoted to bailing. By clear daylight she looked vainly for Hikueru. Astern, Takokota had sunk beneath the sea-rim. The sun blazed down on her nakedness, compelling her body to surrender its moisture. Two tins of salmon were left, and in the course of the day she battered holes in them and drained the liquid. She had no time to waste in extracting the meat. A current was setting to the westward, she made westing whether she made southing or not.

In the early afternoon, standing upright in the canoe, she sighted Hikueru. Its wealth of cocoanut palms was gone. Only here and there, at wide intervals, could she see the ragged remnants of trees. The sight cheered her. She was nearer than she had thought. The current was setting her to the westward. She bore up against it and paddled on. The wedges in the paddle-lashing worked loose, and she lost much time, at frequent intervals, in driving them tight. Then there was the bailing. One hour in three she had to cease paddling in order to bail. And all the time she drifted to the westward.

By sunset Hikueru bore southeast from her, three miles away. There was a full moon, and by eight o'clock the land was due east and two miles away. She struggled on for another hour, but the land was as far away as ever. She was in the main grip of the current; the canoe was too large; the paddle was too inadequate; and too much of her time and strength was wasted in bailing. Besides, she was very weak and growing weaker. Despite her efforts, the canoe was drifting off to the westward.

She breathed a prayer to her shark god, slipped over the side, and began to swim. She was actually refreshed by the water, and quickly left the canoe astern. At the end of an hour the land was perceptibly nearer. Then came her fright. Right before her eyes, not twenty

feet away, a large fin cut the water. She swam steadily toward it, and slowly it glided away, curving off toward the right and circling around her. She kept her eyes on the fin and swam on. When the fin disappeared, she lay face downward on the water and watched. When the fin reappeared she resumed her swimming. The monster was lazy — she could see that. Without doubt he had been well fed since the hurricane. Had he been very hungry, she knew he would not have hesitated from making a dash for her. He was fifteen feet long, and one bite, she knew, could cut her in half.

But she did not have any time to waste on him. Whether she swam or not, the current drew away from the land just the same. A half-hour went by, and the shark began to grow bolder. Seeing no harm in her, he drew closer, in narrowing circles, cocking his eyes at her impudently as he slid past. Sooner or later, she knew well enough, he would get up sufficient courage to dash at her. She resolved to play first. It was a desperate act she meditated. She was an old woman, alone in the sea, and weak from starvation and hardship; and yet she, in the face of this sea-tiger, must anticipate his dash by herself dashing at him. She swam on, waiting her chance. At last he passed languidly by, barely eight feet away. She rushed at him suddenly, feigning that she was attacking him. He gave a wild flirt of his tail as he fled away, and his sand-paper hide, striking her, took off her skin from elbow to shoulder. He swam rapidly, in a widening circle, and at last disappeared.

In the hole in the sand, covered over by fragments of metal roofing, Mapuhi and Tefara lay disputing.

"If you had done as I said," charged Tefara, for the thousandth time, "and hidden the pearl and told no one, you would have it now."

"But Huru-Huru was with me when I opened the shell — have I not told you so times and times and times without end?"

"And now we shall have no house. Raoul told me to-day that if you had not sold the pearl to Toriki —"

"I did not sell it. Toriki robbed me."

"— that if you had not sold the pearl, he would give you five thousand French dollars, which is ten thousand Chili."

"He has been talking to his mother," Mapuhi explained. "She has an eye for a pearl."

"And now the pearl is lost," Tefara complained.

"It paid my debt with Toriki. That is twelve hundred I have made anyway."

"Toriki is dead," she cried. "They have

heard no word of his schooner. She was lost along with the *Aorai* and the *Hira*. Will Toriki pay you the three hundred credit he promised? No, because Toriki is dead. And had you found no pearl, would you to-day owe Toriki the twelve hundred? No, because Toriki is dead, and you cannot pay dead men."

"But Levy did not pay Toriki," Mapuhi said. "He gave him a piece of paper that was good for the money in Papeete; and now Levy is dead and cannot pay; and Toriki is dead and the paper lost with him, and the pearl is lost with Levy. You are right, Tefara. I have lost the pearl, and got nothing for it. Now let us sleep."

He held up his hand suddenly and listened. From without came a noise, as of one who breathed heavily and with pain. A hand fumbled against the mat that served for a door.

"Who is there?" Mapuhi cried.

"Nauri," came the answer. "Can you tell me where is my son, Mapuhi?"

Tefara screamed and gripped her husband's arm.

"A ghost!" she chattered. "A ghost!"

Mapuhi's face was a ghastly yellow. He clung weakly to his wife.

"Good woman," he said in faltering tones, striving to disguise his voice, "I know your son well. He is living on the east side of the lagoon."

From without came the sound of a sigh. Mapuhi began to feel elated. He had fooled the ghost.

"But where do you come from, old woman?" he asked.

"From the sea," was the dejected answer.

"I knew it! I knew it!" screamed Tefara, rocking to and fro.

"Since when has Tefara bedded in a strange house?" came Nauri's voice through the matting.

Mapuhi looked fear and reproach at his wife. It was her voice that had betrayed them.

"And since when has Mapuhi, my son, denied his old mother?" the voice went on.

"No, no, I have not — Mapuhi has not denied you," he cried. "I am not Mapuhi. He is on the east end of the lagoon, I tell you."

Ngakura sat up in bed and began to cry. The matting started to shake.

"What are you doing?" Mapuhi demanded.

"I am coming in," said the voice of Nauri.

One end of the matting lifted. Tefara tried to dive under the blankets, but Mapuhi held on to her. He had to hold on to something. Together, struggling with each other, with shivering bodies and chattering teeth, they gazed with protruding eyes at the lifting mat. They saw

Nauri, dripping with sea water, without her *abu*, creep in. They rolled over backward from her and fought for Ngakura's blanket with which to cover their heads.

"You might give your old mother a drink of water," the ghost said plaintively.

"Give her a drink of water," Tefara commanded in a shaking voice.

"Give her a drink of water," Mapuhi passed on the command to Ngakura.

And together they kicked out Ngakura from under the blanket. A minute later, peeping, Mapuhi saw the ghost drinking. When it reached out a shaking hand and laid it on his, he felt the weight of it and was convinced that it was no ghost. Then he emerged, dragging Tefara after him, and in a few minutes all were listening to Nauri's tale. And when she told of Levy, and dropped the pearl into Tefara's hand, even she was reconciled to the reality of her mother-in-law.

"In the morning," said Tefara, "you will sell the pearl to Raoul for five thousand French."

"The house?" objected Nauri.

"He will build the house," Tefara answered.

"He says it will cost four thousand French. Also will he give one thousand French in credit, which is two thousand Chili."

"And it will be six fathoms long?" Nauri queried.

"Ay," answered Mapuhi, "six fathoms."

"And in the middle room will be the octagon-drop-clock?"

"Ay, and the round table as well."

"Then give me something to eat, for I am hungry," said Nauri complacently. "And after that we will sleep, for I am weary. And tomorrow we will have more talk about the house before we sell the pearl. It will be better if we take the thousand French in cash. Money is ever better than credit in buying goods from the traders."

A SPANISH TOWN

MEDINACELI

BY

S. GRISWOLD MORLEY

LOFTY above the slowly moving train
I saw the ancient town astride its hill;
So dusty, dry, and scorched, it seemed
no rain
Might ever give it fill.

A Roman Arch! Gigantic there it stands,
Imperial still, outlined against the sky.
The great mid-vault, flanked by the two,
commands
Castilla from on high.

Its houses, tightly clustered, are a patch
Of sordid brown against the grayish rock;
Around it shapeless limestone hills keep watch,
Washed from the selfsame block.

How dares that puny road to thrust its head
Beneath the mighty reminiscent Arch?
Another road was that which straightly led
The war-scarred legions' march.

A wretched road twists upward o'er the heath,
Which still the Spanish sun fails not to
parch,
And near the town it passes underneath
A triple Roman Arch.

Clear as a bolt its well-paved whiteness leapt
From town to town, surmounting hill and
vale;
The wild Iberian feared its sight, and crept,
Cowed, on the distant swale.

God knows what glittering legions have passed through
That Arch, or what subdued barbarian hordes,
And softly sobbing women, wondering who
Should be their future lords!



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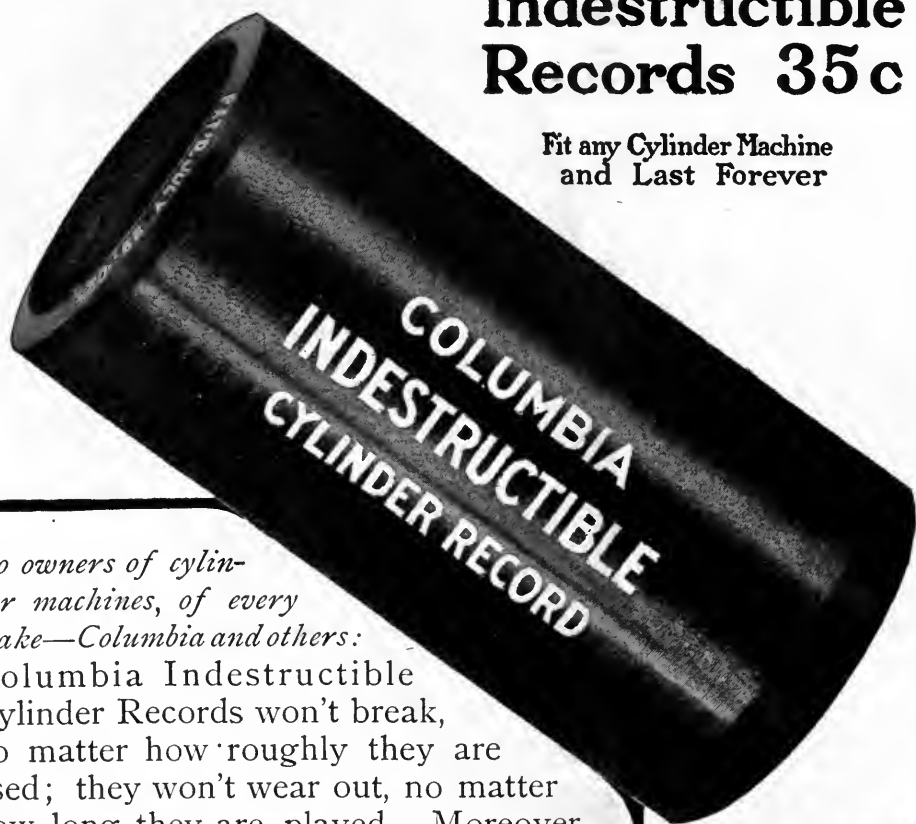


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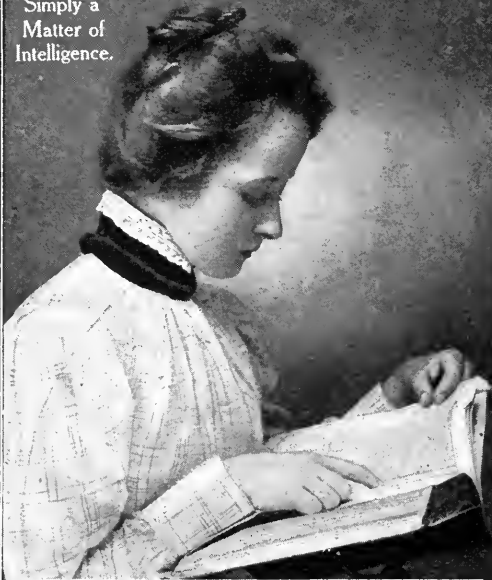
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BY MOST OF THE PEOPLE**

A careful census shows that **NINE TENTHS** of the Women use a Washing Powder. The others might be called the "Submerged Tenth". Some use **SOAPY** powders, others **NON-SUDSING** powders with Soap, but Powder of some sort **Most of the Time — by Most of the People.**

¶ The **Well-to-Do** — those who have the **Finer things to care for** — who use **Wits** instead of **Muscles**, use **PEARLINE**, the **ORIGINAL and BEST Soap Powder.**

¶ The more **Intelligent and Careful** the **Woman** the more surely is she a **PEARLINE User.** She knows **PEARLINE** insures **Perfect Cleanliness with Least Labor**, that **PEARLINE** is **Harmless to Skin — Fabrics and Colors** — in fact it preserves them. Think of the **Saving in washing without rubbing — PEARLINE** does that.

BEST & CO
LILIPUTIAN BAZAAR
1887

The Complete Outfitting of Children

Our facilities for outfitting boys, girls and infants, include every article of attire in grades adapted for all purposes.

Warm, durable materials for rough-and-ready wear, better qualities for general use, and the finest goods, exquisitely hand-finished.

All our garments, even the most inexpensive, are thoroughly well made, and offered in distinctive and individual styles.

Catalogue of Winter Fashions

illustrating the latest New York styles for misses, youths, children and infants, with complete descriptions and prices, mailed to any address upon receipt of four cents (in stamps) to cover cost of mailing.

Long Distance Shopping

Our thoroughly organized **MAIL ORDER SERVICE** extends to distant patrons the same prompt and efficient attention accorded to those who shop in person. Our broad guarantee makes this store the most reliable and satisfactory place to completely outfit children and infants.



Address Dept. 5. **60-62 West 23d Street - - - - - NEW YORK**

Fresh-air heating

All fathers and mothers agree that if any of the family deserve or need a room that is just right to sleep in and to play in, it is the children. It means so much to their futures to surround their youth with the pure and healthful conditions which come from well-warmed and ventilated rooms.



AMERICAN & IDEAL RADIATORS & BOILERS

to the health, as arises from the use of old-fashioned heating methods.

In many cities and in some states the law now compels that all newly built schools shall be warmed and ventilated by Steam or Hot Water. If your child is thus wisely, sanitarily protected in school, why not yourself adopt this right way of heating your home, since the prices are now so reasonable, and the outfits can so simply be put into homes already built?



IDEAL Boilers and AMERICAN Radiators are a substantial paying investment, as they will outlast the building. Their purchase will increase the sales and rental value of the building, and they will soon repay their cost in savings of fuel, labor, repairs, and in the lessened house-cleaning and wear on carpets and furnishings.

A No. 020 IDEAL Boiler and 262 ft. of 38-in. AMERICAN Radiators, costing the owner \$185, were used to Steam heat this cottage, at which price the goods can be bought of any reputable, competent Fitter. This did not include cost of labor, pipe, valves, freight, etc., which installation is extra and varies according to climatic and other conditions.

Write today for valuable book (free). Five months of cold weather still ahead! Sales Offices and Warehouses throughout America and Europe.

DEPT. 21

AMERICAN RADIATOR COMPANY

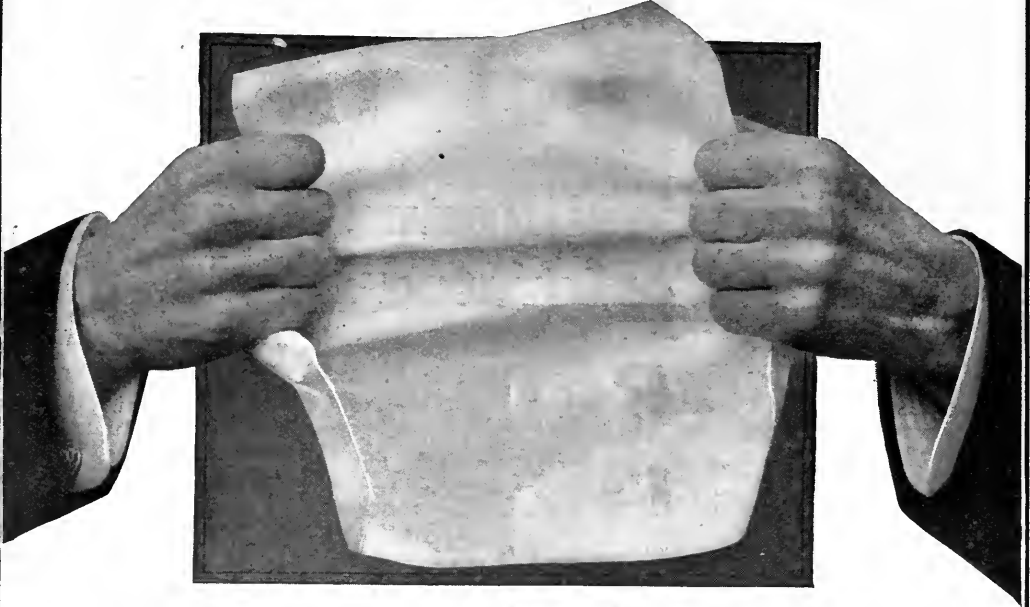
CHICAGO



Take a Couple of Sheets of COUPON BOND

hold them diagonally before you, grip them firmly in both hands, then jerk them, pull them, strain them, try to tear them apart.

Then make this test with any other business paper.



COUPON BOND

THE DE LUXE BUSINESS PAPER

**will stand this test or any other you can name
where all "near bond" business papers fail.**

It's the brand new rag, the finest, toughest factory clippings, and the slow old-fashioned semi-handmade way they're worked together that give to COUPON BOND its unequalled resisting power and strength. The superior quality and worth of this splendid paper is evident in every sheet; not one weak or imperfect spot can be found in a thousand reams.

Wise buyers who demand stationery worthy of their business
prestige are the buyers who take heed to COUPON BOND

Write us for samples of this splendid paper in all colors.

AMERICAN WRITING PAPER COMPANY

*Largest Manufacturers of Writing, Book and Cover,
and other papers for Business Purposes. 29 Mills.*

HOLYOKE, MASS.





TRAINING Outweighs Long Service

There is no better proof of this than the everyday scenes of long-service **untrained** employees at the beck and call of younger men who occupy the big positions because of their training. It's a case of Training vs. Long Service—with the odds all in favor of the **trained** man.

Get out of the untrained rut. Mark the attached coupon and let the International Correspondence Schools of Scranton tell you how you can qualify for a better position. How you can protect yourself against servitude in your old age. How you can become **an expert at your chosen line of work**. No necessity for leaving home. No books to buy. Mark the coupon. It will bring you advice and information worth dollars to you. Marking the coupon puts you to no expense and places you under no obligation. Mark it **NOW**.

HOW THE I.C.S. RAISES SALARIES

That the Business of the I. C. S. is to Raise Salaries is shown by the monthly average of 300 letters **VOLUNTARILY** written by students reporting salaries raised and advancement won through I. C. S. help. During October the number was 274.

So long as you can read and write there's an I. C. S. way by which you can succeed in life. Let the I. C. S. tell you what it is.

MARK THE COUPON NOW.

SALARY-RAISING COUPON

INTERNATIONAL CORRESPONDENCE SCHOOLS

Box 814, Scranton, Pa.

Please explain, without further obligation on my part, how I can qualify for employment or advancement in the position before which I have marked **X**

Bookkeeper
Stenographer
Advertisement Writer
Show Card Writer
Window Trimmer
Commercial Law
Illustrator
Civil Service
Chemist
Textile Mill Supt.
Electrician
Elec. Engineer

Mechan. Draughtsman
Telephone Engineer
Elec. Lighting Supt.
Mech. Engineer
Plumber & Steam Fitter
Stationary Engineer
Civil Engineer
Building Contractor
Architect's Draughtsman
Architect
Structural Engineer
Banking
Mining Engineer

Name _____

Street and No. _____

City _____ State _____

California Limited

Block-signals
dust-less tracks
and courteous
service

*The only train, Chicago to Southern
California via any line, exclusively
for first class travel. All others also
carry tourist sleepers and second
class passengers*

California's winter climate
surpasses that of Egypt



De luxe booklets of train and trip on request
New equipment this season
W.J. Black, Pass. Traffic Mgr. AT&S.F.Ry. System
1114 D Railway Exchange, Chicago.

**You Can Hire This
Servant To Keep
Your Entire House
Spick and Span For
10c. a Month!**



Old Dutch Cleanser

chases dirt. It cleans the house from cellar to attic with very little help from you. Old Dutch Cleanser contains no acids, caustic or alkali. It cleans *mechanically*, not chemically. It does *every kind* of cleaning—

Cleans, Scrubs, Scours, Polishes,

and does it easier, quicker and better than old-fashioned soaps and scouring bricks. It saves labor, time and expense.

If you cannot obtain Old Dutch Cleanser immediately, send 10c. in stamps and we will gladly pay 22c. postage to send you a full size can.

Sold by all Grocers, in Large, Sifting-Top Cans.

Send for free booklet, "Hints for Housewives."

THE CUDAHY PACKING CO., 118—33d St., So. Omaha, Neb.

(Branch) Toronto, Canada

10c



THE UNDERFEED

Heating System Saves Coal

Warm Air-Steam-Hot Water

THE PECK-WILLIAMSON COMPANY UNDERFEED SYSTEM OF HEATING produces the same satisfactory results, whether applied to warm-air furnaces, steam or hot water plants. There is nothing uncertain about it. The UNDERFEED does what *no other heating system ever devised* can do—gets as much *clean*, even heat out of *cheapest* slack as *highest* priced anthracite will yield.

Peck-Williamson { Furnaces—Warm Air UNDERFEED { Boilers—Steam & Water

Save $\frac{1}{2}$ to $\frac{2}{3}$ on Coal Bills

There's a heap of difference in the cost and this difference *belongs to you*. The UNDERFEED method of stoking—all the fire on top and fuel fed from below—compels gas and smoke to pass thru the red hot coals. They are entirely consumed. That means *more* heat. In old-fashioned furnaces and boilers this is *wasted*. Scores of municipalities have endorsed the Underfeed method of coal burning as conducive to no smoke and better health. Ashes are few and are removed by shaking the grate bars as in ordinary furnaces and boilers.

Illustration shows furnace without casing, cut away to show how coal is forced up under fire, which burns on top.

Howard Shordon, after three years of satisfactory Underfeed experience, writes from Ft. Wayne, Ind.:

"The fuel cost of heating a house with one of these furnaces is only about one-third the cost compared with the top-feed kind, and they work perfectly satisfactory in every way. My fuel bills for the past three years have been—1906, \$21.00; 1907, \$23.00; and 1908, \$24.00. I have an eight-room house and burn West Virginia slack."

We've *stacks* of letters just like this. We'd like to send you a lot of fac-simile testimonials and our Underfeed Booklet for warm air heating or our Special Catalog of Steam and Hot Water Underfeed Boilers.

Heating plans and services of our Engineering Department are yours—**ALL FREE**. Write to-day, giving name of local dealer with whom you prefer to deal.

THE PECK-WILLIAMSON CO.

426 W. 5th St. Cincinnati, O.

Furnace and Hardware Men and Plumbers are all invited to Write for our 1909 Selling Plans.

This shows the Steam and Hot Water Underfeed Boiler.



25c

Now—for a Pair of Genuine Holeproof Sox

Those who have heretofore paid 25c for inferior goods can now have the best at that price. For you can now buy six pairs of "Holeproof" Sox (formerly \$2) for \$1.50.

We are now able to give you the same sox and save you 50c on the six pairs. Yet we don't have to alter our quality, nor change our expensive process. The reason is this:

The Best Yarn Now Costs Us 10c Less Per Pound

We now pay an average of 63c per pound for our yarn.

Before, we paid 73. The best Egyptian and Sea Island cotton yarn—the softest and finest—now costs us 10 cents less per pound. So the saving is all in the market price of yarn—and that's a real saving because you get the same quality though you pay less. The saving is yours—not ours.

All makers now pay less for their yarn. But they're not cutting the price of their sox. They are simply making more profit. We are using this opportunity to reduce our price. So the best sox now cost no more than brands of inferior grades.

It remains for you to take this advantage—to ask for the best, and insist on it.

31 Years to Make the First Pair

It took 31 years of constant improvement to perfect "Holeproof" Sox.

"Holeproof" are the original "guaranteed-six-months" sox.

You cannot get more for \$1.50 than you get in six pairs of "Holeproof." They are the most satisfactory sox that are sold today.

Over 100 imitations have been placed on the market since "Holeproof" became a success. So don't think for a moment that all guaranteed sox are genuine "Holeproof Sox."

Nearly all the other names sound like ours, so you must needs be careful in choosing. Else you may get the inferior grades—the stiff and harsh kind—the kind that get fuzzy and fade.

FAMOUS Holeproof Hosiery FOR MEN WOMEN AND CHILDREN

"Holeproof" never wrinkle, stretch, creak, fade nor rust. And they are comfortable, because of our extra fine yarn. We could buy coarse yarn for less than half what we pay. We could then charge less still for the sox. But you wouldn't wear such sox more than once. It's far cheaper to buy the best.

Please compare "Holeproof" with the best unguaranteed sox. Then let them show how they wear.

That will prove more than we can say in this ad.

See if any sox you know are one-half so good.



Our guarantee in each box of six pairs of "Holeproof" Sox reads:

"If any or all these sox comes to holes or need darning within six months from the day you buy them, we will replace them free."

And we mean that exactly. Try "Holeproof." You'll see then how we can afford this. See what you save and gain when you wear "Holeproof." Once know and you'll always wear them.

If your dealer does not have genuine "Holeproof" Sox, bearing the "Holeproof" Trade-mark, order direct from us. (Remit in any convenient way.)

Holeproof Sox—6 pairs, \$1.50. Medium and light weight. Black, light and dark tan, navy blue, pearl gray, and black with white feet. Sizes, 9½ to 12. Six pairs of a size and weight in a box. All one color or assorted, as desired.

Holeproof Sox, (extra light weight)—made entirely of Sea Island cotton. 6 pairs, \$2.00.

Holeproof Lustre-Sox—6 pairs, \$3. Finished like silk. Extra light weight. Black, navy blue, light and dark tan, and pearl gray. Sizes, 9½ to 12.

Holeproof Stockings—6 pairs \$2. Medium weight. Black, tan and black with white feet. Sizes, 8 to 11.

Holeproof Lustre-Stockings—6 pairs, \$3. Finished like silk. Extra light weight. Tan and black. Sizes 8 to 11.

Boys' Holeproof Stockings—6 pairs, \$3. Black and tan. Specially reinforced knee, heel and toe. Sizes, 5 to 11.

Misses' Holeproof Stockings—6 pairs, \$3. Black and tan. Specially reinforced knee, heel and toe. Sizes, 5 to 9½. These are the best children's hose made today.



Reg. U. S. Pat. Office, 1906.

HOLEPROOF HOSIERY COMPANY, 250 Fourth Street, Milwaukee, Wis.

The New Way In Effective Advertising

Lord & Thomas, now of both New York and Chicago, owe to this New Way their astounding success.

They have become the greatest agency that ever existed, because their methods make advertising pay.

Those methods, therefore, are methods you should know.

We had 25 years of experience under the Old Way, which other agents still employ. We have had 10 years of experience with the New Way. So we know both.

In too many cases, under the Old Way, advertising failed to even return its cost. And few who won out made more than semi-successes.

Under the New Way, most of our clients make money. And every advertiser develops the utmost of his possibilities.

Such are the differences. Now let us tell you just what the New Way means.

The Tremendous Advantage of Co-Operation

Under the Old Way, an advertising campaign was left to an individual. Sometimes he was capable, sometimes experienced. But the ablest man has distinct limitations.

No man knows all the pitfalls. None can conceive all the needed ideas. No

man can instill into any campaign more than a one-man power.

Under the New Way, the problems of advertising are dealt with by Advisory Boards. Thus we bring to bear on each campaign a wealth of experienced ability.

Each man is a master of advertising. Each is a veteran of many hard-fought campaigns. Each has won his place through exceptional successes.

Then here, in this vortex of advertising, they multiply their powers. The myriad problems which they have to deal with crowds a lifetime's experience into every month.

As a result, these Advisory Boards are doing in advertising more than ever before has been done.

\$1.00 a Minute

Our two Advisory Boards—in New York and Chicago—consist of 28 men. The combined salaries of the men who meet on one of the Boards is about \$1 a minute.

Yet these men will consider, without charge or obligation, any advertising problem which you desire to submit to them.

If you are seeking the impossible, they will tell you so frankly. If you are seeking the possible, they will tell you how to prove it out.

There is no other place to secure such able advice. For these men, through experience, become almost infallible.

Their next duty is to make successful the campaigns which we undertake. They work out in conference the means, and schemes, and copy. They solve the selling problems. And they do not finish until they believe the campaign to be irresistible.

Thus they often make one dollar do the work of ten. And many great advertisers owe their successes to these Advisory Boards.

Our Copy Staff

We have worked for years to gather here the ablest ad-writers that the field has developed.

We offer to such men higher salaries than are paid anywhere else. To one of these men we pay \$1,000 per week.

And we offer them vast opportunities. In this environment, where each learns from all others, men multiply their powers.

Thus we have attracted here the ablest men we know. We have here now the most brilliant corps of advertising men in America.

Behind our Advisory Boards and our Copy Staffs are more than 200 people skilled in all the departments of advertising.

No Extra Charge

The New Way means many able helpers at the cost of one. For we handle advertising on the usual agent's commission.

These high-priced men all earn their way by making the small accounts grow into large ones.

It costs us less to keep business, and to develop it, than others spend to acquire it. It is cheaper to multiply one account fifty times over than to solicit fifty new ones. So we need to charge nothing extra.

Nor does it matter whether you spend little or much. The percentage of commission is the same to all. We wait for our profit until we show results.

We issue a book which tells what the New Way has done. Every man who spends a dollar in advertising owes to himself its perusal. The book itself is a brilliant example of our advertising powers. Please send this coupon for it.

A Reminder

To send to Lord & Thomas, New York or Chicago, for their book, "The New Way in Advertising."

Please state name, address and business. Also the position that inquirer holds in the business.

LORD & THOMAS

NEW YORK
Second Nat'l Bank Bldg.
Fifth Ave. and 28th St.

NEWSPAPER, MAGAZINE
AND OUTDOOR
ADVERTISING

CHICAGO
Trude Building
67 Wabash Avenue

Both our offices are equally equipped in every department, and the two are connected by two private telegraph wires. Thus they operate as though all men in both offices were under a single roof. Address the office nearest you.

Welsbach Junior



The Light

Showing Position of
Welsbach Junior Light
in Gas Globes.

The Cost

Buy a Welsbach Junior light; screw it on the chandelier. Now light one of the other jets—the open tip sort. Look at the flame, the illumination. Turn it out; light the Welsbach Junior. Now note the illumination, the volume of light. Twice as much as the open tip, and a white, steady soft, mellow light—not a sickly flickering yellow.



That open tip flame uses 8 feet of gas per hour—the Welsbach Junior uses but 2 feet. Put differently, the Welsbach Junior costs just one-quarter as much for gas as the open tip, and gives you twice as much light. You can burn the Welsbach Junior 5 hours for 1 cent's worth of gas, making it the cheapest illuminant in the world.

THE GAS SAVED WILL PAY FOR THE LIGHT IN SIX MONTHS' TIME

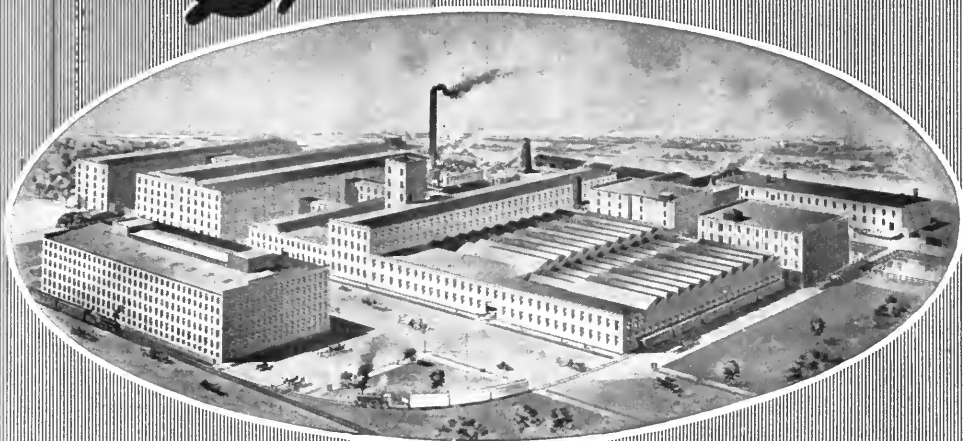
The Welsbach Junior is a complete light, 5 inches high, consisting of burner, mantle and chimney. It attaches to any gas fixture—chandelier, pendant, or wall bracket—and is completely hidden from view by the globe. And it needs no special glassware—use your own globes. The cost of the light is the only cost.

PRICE COMPLETE IN A BOX, 35 CENTS EACH

For sale by all dealers and the WELSBACH STORES. You'll find a WELSBACH STORE in every important city in the United States.



Barrett Specification Roofs



Mishawaka Woolen Co., Mishawaka Ind., Roofed 12 years ago.

What The Barrett Specification Insures

GRAVEL and slag roofs when laid according to The Barrett Specification will cost less per square foot per year of service than any other kind of roofing. A contractor who lays a roof according to this Specification is assured of several things.

First—The proper amount and weight of felt.

Second—The proper amount and *proper distribution* of the pitch—most important point.

Third—No repairs during the term of guarantee.

Fourth—Satisfied customers and increased business.

We can point to numerous roofs laid along the lines of The Barrett

Specification which have been in service for over 20 years and are still in good condition, and the cost for these figures down to one-fourth to one-fifth of a cent per square foot per year.

The very fact that slag and gravel roofs cover more of the first-class buildings of the country *than all other kinds put together* is good evidence that this form of roof covering has been most satisfactory.

Booklet covering the subject and including The Barrett Specification in full mailed free on request.

BARRETT MANUFACTURING CO.

New York, Chicago, Philadelphia, Boston, St. Louis, Cleveland, Pittsburgh, Cincinnati, Kansas City, Minneapolis, New Orleans, London, Eng.



ALVIN PLATE

BRIDES
BOUQUET

LILY-
PATTERN

ALVIN

MFG.

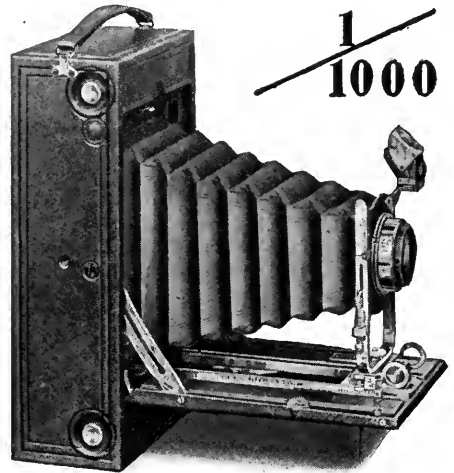
CO.



In producing a line of Silver Plated Knives, Forks and Spoons, we make but one grade or quality, and that the very best. We have heretofore manufactured these articles in sterling silver only, and in making plated ware we have maintained the same high standard of die work, finish, etc., so that ALVIN plated ware has the unique sterling silver character and finish that no other plated ware has. Each article is stamped

ALVIN PATENT

Ask your jeweler for Alvin Plate.



The Kodak conveniences, together with the highest speed capabilities, are perfectly combined in the new No. 4A

SPEED KODAK

Fitted with the Kodak Focal Plane Shutter, having a range of automatic exposure from slow instantaneous to 1-1000 of a second, and also conveniently adapted to time exposures. The Speed Kodak is an instrument of the highest efficiency, whether used for every day work or for catching, with perfect sharpness, the mile-a-minute automobile. Perfect in equipment yet but half the bulk of other cameras of similar speed capabilities.

No. 4A Speed Kodak, for pictures $4\frac{1}{4} \times 6\frac{1}{2}$ (without lens.) \$ 50.00

Do., with B. & L. Zeiss Tessar Lens, Series IIb No. 6 f 6.3, 109.50

EASTMAN KODAK CO.

Catalog free at the dealers
or by mail.

ROCHESTER, N. Y.

THE TRUNK WITH GUARANTEE

Why Buy an Unknown Trunk

when your dealer can furnish a P & S Guaranteed Trunk at the same price? Both maker and dealer stand behind P & S Trunks to "make good" any fault. Varied types to satisfy all needs, including P & S dust-proof wardrobe models for 1909. Ask for fine art catalogue—of your dealer or of us.

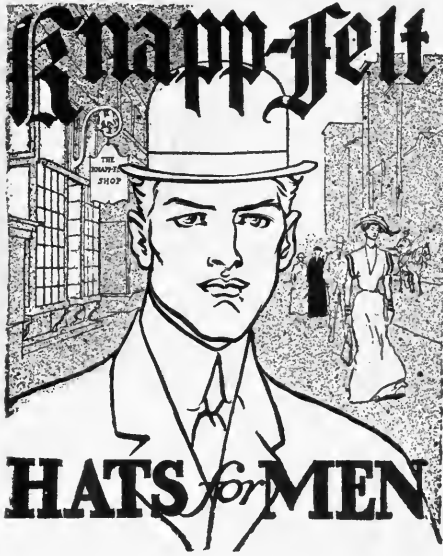
The J. F. PARKHURST & SON CO.,
Factories: 281 Main St., Bangor, Maine.



THE TRUNK WITH GUARANTEE

THE TRUNK WITH GUARANTEE

The first Derby made in America was a C&K



THE noticeable elegance of style which characterizes Knapp-Felt hats is the result of artistic C&K handwork; the smart shapes are exclusive C&K designs and the steadfast Cronap color cannot be duplicated in any other make. Knapp-Felt is unique and original.

Knapp-Felt DeLuxe hats are Six Dollars, Knapp-Felts are Four Dollars—everywhere.

Write for The Hatman

THE CROFUT & KNAPP CO.

Broadway, Corner of Thirteenth Street, New York



'Ever-Ready' Safety Razor \$ With 12 Blades

Each *Ever-Ready* set at \$1.00 is complete with the silver-nickel *Ever-Ready* frame—*twelve (12)* critically perfect *Ever-Ready* blades, and stropping handle, all compactly and attractively cased. **Extra Blades to for 50c**—cost less and worth more than *any* blade. A million users.

Sold by Druggists, Hardware, Cutlery, Department Stores and Jewelers throughout America and the World. Ask any local dealer. Mail orders prepaid upon receipt of \$1.00.

AMERICAN SAFETY RAZOR CO., 320 Broadway, New York



**Guaranteed
Best
at any price**

Globe-Wernicke "Elastic" Book-cases



Holiday Books

are distributed in this country every year by the million. Usually these gift books have delicate bindings and are easily soiled and thumb-marked if left exposed on the table even for a few days.

Globe-Wernicke "Elastic" Book-cases, with their dust-proof doors afford adequate protection to the finest bindings, and yet the cost of a single section is only a trifle more than the average cost of one book, such as is usually presented at this season.

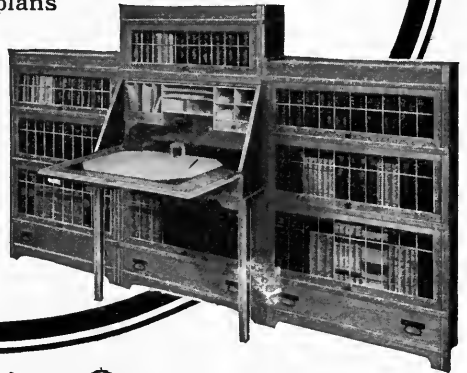
Then why not start the year with a Globe-Wernicke "Elastic" Library?

Our new catalogue illustrates 25 original library plans as well as the different styles and finishes in which these cases can be obtained.

The original drawings of these plans cost over \$500.00.

Globe-Wernicke "Elastic" Book-cases are carried in stock by nearly 1500 authorized agents. Where not represented we ship on approval, freight paid.

Uniform prices everywhere.



Write
Department M
for Catalogue of Plans

The Globe-Wernicke Co., CINCINNATI

BRANCH STORES: New York, 380-382 Broadway. Chicago, 224-228 Wabash Ave. Boston, 91-93 Federal Street.

Wood Rollers
Tin Rollers

Stewart Hartshorn

See that the label on each Roller bears this script signature for your protection.

Get "Improved," no tacks required.

Hartshorn Shade Rollers



LOFTIS SYSTEM DIAMONDS WATCHES ON CREDIT

A Good New Year Resolution—Use the Loftis System It enables you to buy beautiful and valuable articles, either for your own use or as gifts, without the outlay of much money. By giving credit and lowest prices, we make \$5 or \$10 do the work that \$50 does in a cash store. MAKE YOUR NEW YEAR SELECTIONS NOW from our New Year catalog and we will send them for your inspection. If you like them pay one-fifth on delivery; balance in 8 equal monthly amounts. Don't delay. Write Today for our Catalog.

LOFTIS Old Reliable, Original Diamond and Watch Credit House,
BROS. & CO. Dept. A82, 92 State St., Chicago, Ill.

CRANE'S

Correct Social Stationery

Crane's Linen Lawn

Crane's Wedding Papers

Crane's Calling Cards

FOR over a hundred years people of taste have used Crane's writing papers. They were the best to be had in the early days of the country. They are the best to be had today. They are made in the same spot, by the same family, with the same standard of quality as in the past, and Crane's Linen Lawn is today one of the most popular of the famous Crane papers. Crane's Linen Lawn can be identified by the water-mark "Crane's." No reputable stationer will offer you anything else when you ask for Crane's.

THE stock upon which a wedding announcement is engraved should not only be beautiful in itself, but should have the kind of surface to take the engraving best.

Good judges have found that no wedding stock engraves so beautifully as Crane's, but this is only one of the reasons why the invitations for every wedding of social importance are engraved upon Crane's Wedding Papers.

Crane's Wedding Papers cannot be water-marked, but the water-mark "Crane's" appears in the envelopes.

NO one has succeeded in making a calling card that has the finish and fineness of quality found in all of Crane's Calling Cards.

The cost of calling cards is in itself so small an item that no one should be deterred from having the best because of the slight difference in cost, and no one was ever heard to question the fact that Crane's Calling Cards are the best.

HIGHLAND LINEN. This beautiful paper, which has obtained a wider popularity and a greater success than any other fabric-finished paper at its price, is still made in fashionable shades and shapes and is still selling wherever good paper is sold.

Samples of any of these papers and cards will be sent on request
EATON, CRANE & PIKE COMPANY, PITTSFIELD, MASS.

Congress

Bicycle



Gold edges. 50c. per pack.
90 picture backs—dainty
colors and gold.

40 regulation backs. The
most durable 25c. card
made. More sold than all
others combined.



Playing Cards

200-page book, "Card Games and How to Play Them," new edition revised; latest rules for all popular games. Sent prepaid for 6 flap ends of Bicycle tuck boxes, or 15c. in stamps. The U. S. Playing Card Co., Dept. 13, Cincinnati, O.

THE FIDELITY AND CASUALTY CO.

OF NEW YORK

1876

GEORGE F. SEWARD, President
ROBERT J. HILLAS, Vice-President and Secretary

1909

FIDELITY
LIABILITY
ACCIDENT
HEALTH
STEAM BOILER
ELEVATOR
PLATE GLASS
BURGLARY
FLY WHEEL

This Company has been engaged in the several MINOR MISCELLANEOUS LINES of insurance for over THIRTY YEARS, and has built up gradually and prudently A VERY LARGE CASUALTY INSURANCE BUSINESS. Its annual income from premiums is over SIX MILLIONS of dollars. Its business is protected by assets of over EIGHT MILLIONS, including an unearned premium reserve of over THREE AND ONE-HALF MILLIONS of dollars, and a special reserve against contingent claims of over ONE MILLION SIX HUNDRED THOUSAND DOLLARS. It has paid OVER TWENTY-EIGHT MILLIONS to its policy holders for LOSSES. Its constant effort is to give its clients not only INSURANCE indemnity, but prompt and effective INSPECTION and ADJUSTING SERVICES.

INSURANCE THAT INSURES

CAPITAL, - \$1,000,000.00 SURPLUS {STOCKS AND BONDS VALUED AT} \$1,536,189.88
{MARKET BID PRICES, JUNE 30, 1908}

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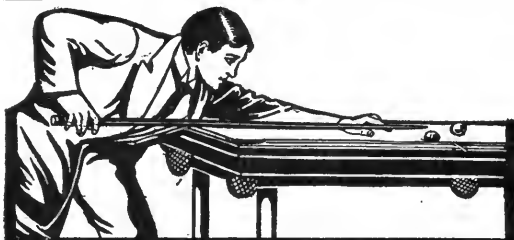
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Puts into your home any Table worth from \$6 to \$15. \$2 a month pays balance. Higher priced Tables on correspondingly easy terms. We supply all cues, balls, etc., free.

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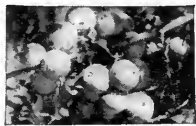
and Mamma's greatest comfort. Mennen's relieves and prevents Chapped Hands and Chafing.

For your protection the genuine is put up in non-refillable boxes—the "Box that Lox," with Mennen's face on top. Sold everywhere or by mail 25 cents—Sample free.

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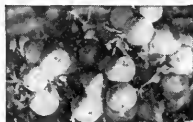
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Specially prepared for the nursery.



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Pay from \$300.00 an acre upwards each year. I know of instances where as high as \$1,000.00 an acre have been netted from an orchard scientifically managed. But \$300.00 to \$500.00 is a fair average and a conservative estimate of the earning power of an acre.

\$8.35 a month invested
in an Orchard Unit will pay
you an annual income of
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Four Units will mean an
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By our "Unit System of Ownership" plan investors are given an opportunity to own an interest in a large Commercial Winter Apple Orchard scientifically grown and under expert management.

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Electric lighted, all Pullmans, com-
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| " West Phila. | 2 50 " |
| " Baltimore | 5 05 " |
| " Washington | 6 20 " |
| Ar. Camden, S.C. | 6 05 AM |
| " Columbia, E.T. | 7 00 " |
| " Savannah | 9 30 " |
| " Jacksonville | 1 15 PM |
| " St. Augustine | 2 25 " |
| " Palm Beach | 1 18 AM |
| " Miami | 3 20 " |
| " Knights Key | 7 00 " |
| " Havana | 4 30 PM |

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Florida Fast Mail,

the Seaboard affords its
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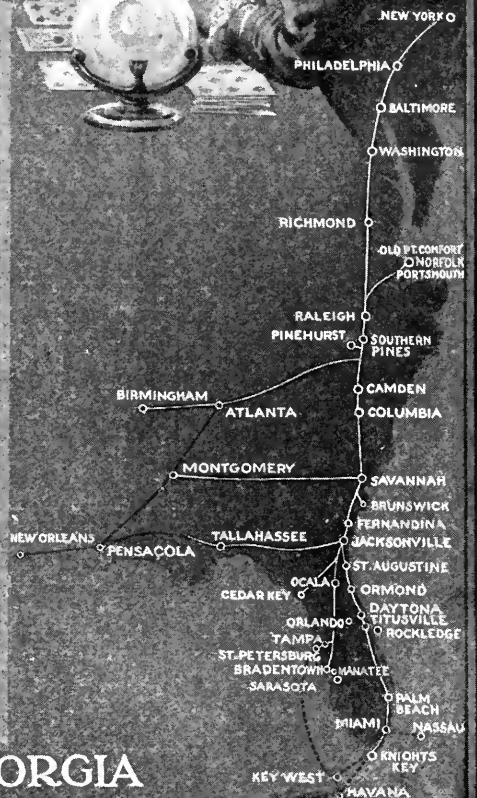
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Contains illustrations and descriptions of over seventy beautiful styles, besides numerous suggestions to home builders, etc.

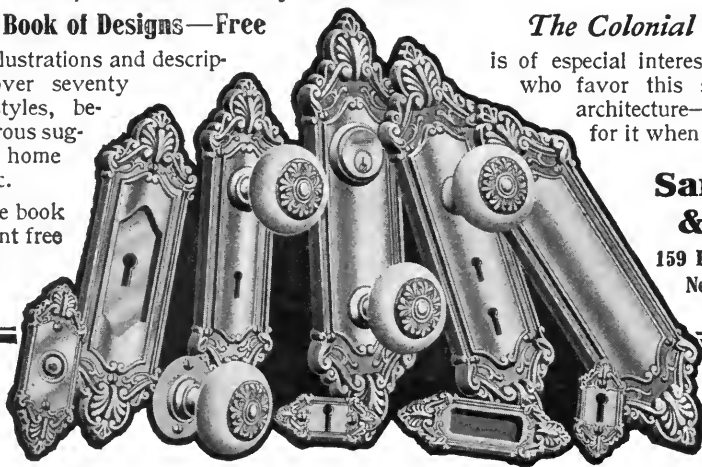
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New York



The Springfield Metallic Casket

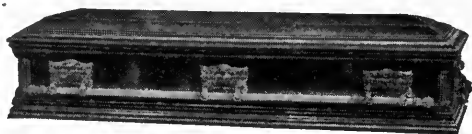
Trade-mark registered. This plate is on the end of every Springfield Metallic Casket

is indestructible. It is made of bronze, of cast metal and of steel.

In former times, only entire nations could protect the bodies of their saints and kings from the horrible violation of the earth. Now the Springfield Metallic Casket is within the reach of all.

"The Final Tribute" tells of the efforts of all peoples, even savages, to protect the bodies of their dead. Write for it.

The Springfield Metallic Casket Co., Springfield, O.



The Springfield Bronze Casket, the most perfect burial receptacle known. U. S. Letters Patent Sept. 13, 1898

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Is spark-proof. That's why it's good insurance against fire which spreads from flying sparks. The only roofing good enough for use on factories, warehouses or farm buildings where extreme wearing quality and moderate cost must be combined.

REX Flintkote ROOFING is wind-proof, cold-proof, wet-proof. It costs no more than less efficient roofings. Expense of laying it is minimum. When it's laid it's paid for—no need for repairs.

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The REX Flintkote book will give you more good reasons why you should use REX ROOFING than you could think of in a lifetime why you shouldn't. It gives photographs of buildings roofed with REX Flintkote and letters from prominent users. The samples will show you what REX Flintkote ROOFING is. Write to-day.

J. A. & W. BIRD & CO.
71 India St., Boston, Mass.
Agents Everywhere



Water, free as Air

Water is valuable largely in proportion to the pressure at which it can be delivered. To illustrate: water delivered into your home, with no pressure, would not flow from the faucet; it would be necessary to draw it with a suction pump and to carry it from room to room in pails; of course, water with no pressure is better than none at all; again, at slight pressure water flows slowly from the faucet. This means waiting some time for any quantity, and naturally, under such conditions, the user always puts up with a scant supply; bathing is a discouraging proposition, when water merely

trickles into the tub. But the moment you get water at high pressure, you have it in abundance, and it at once serves a dozen purposes for which it would never otherwise be used, and it is then used freely by every member of the family. There is no long wait, or the fixing of certain days, when each member may bathe, because its abundance makes it as free as air. Think of it, *water as free as air!* That means Comfort, Cleanliness and Health. Then oh, what a protection water under pressure is in case of fire! Have you got it? If not, don't you want it? *It goes with every Hot-Air Pump.*

Be sure that the name **"REECO-RIDER"** or **"REECO-ERICSSON"** appears upon the pump you purchase. This name protects you against worthless imitations. When so situated that you cannot personally inspect the pump before ordering, write to our nearest office (see list below) for the name of a reputable dealer in your locality, who will sell you only the genuine pump. Over 40,000 are in use throughout the world to-day.

Write for Catalogue **G**, and ask for reduced price-list.

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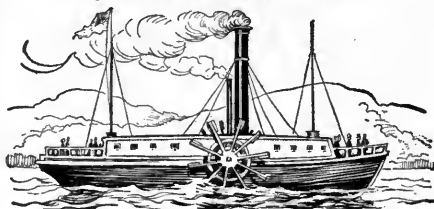
35 Warren Street, New York
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Ask
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The Only Real Stains

If you have only seen the crude and tawdry colors of the thinned-paint imitations of

Cabot's Shingle Stains

You have no idea of the beautiful coloring effects of the true stains. They are soft and deep, like velvet, but transparent, bringing out the beauty of the wood grain. Half as expensive as paint, twice as handsome, and the only stains made of Creosote, "the best wood preservative known."

Samples on wood and Catalogue sent free on request.

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Agents at all Central Points.



Muhtenberg Bros., Architects, Reading, Pa.

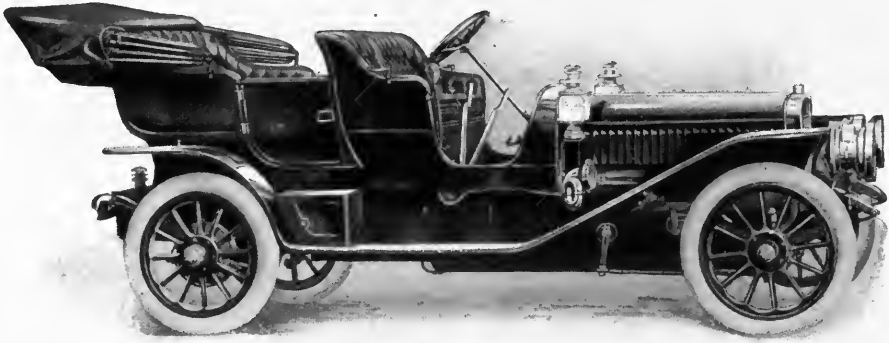
Wouldn't we be foolish to say six-cylinder cars excel all others, if we couldn't prove it?

Automobile buyers are becoming more and more exacting.

Mere say-so has less influence now than ever before.

Buyers demand to be **shown**.

And that makes us happy, for the more critically you test the



WINTON SIX

the more certain you are to become a six-cylinder enthusiast. Simply ask to be shown, and the Winton Six will do the rest—

- start from the seat without cranking;
- run as quietly as deep water;
- take hills and traffic on high, at fast or slow speed, without gear shifting;
- do its work without vibration;
- provide maximum comfort to passengers;
- inflate its own tires without hand labor;
- save tire and fuel expense;
- keep out of repair shops (see our sworn records of 65,687.4 miles at an average upkeep expense of \$1 for each 4343 miles);
- go the route like coasting down hill;
- and give its owner the indescribable contentment of possessing a car superior to everything else on the road.

THE WINTON MOTOR CARRIAGE CO
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Get our book, "Twelve Rules to Help Buyers." Gives a dozen practical methods of testing the merit of motor cars **before** you buy. These rules apply equally to cars of all makes, grades and prices, and suggest infallible ways of finding out whether the car offered for your purchase is worth buying. Observe these rules and you will avoid many a dollar of expense, and escape making a humiliating and costly mistake in selecting a car. It is sent gratis.

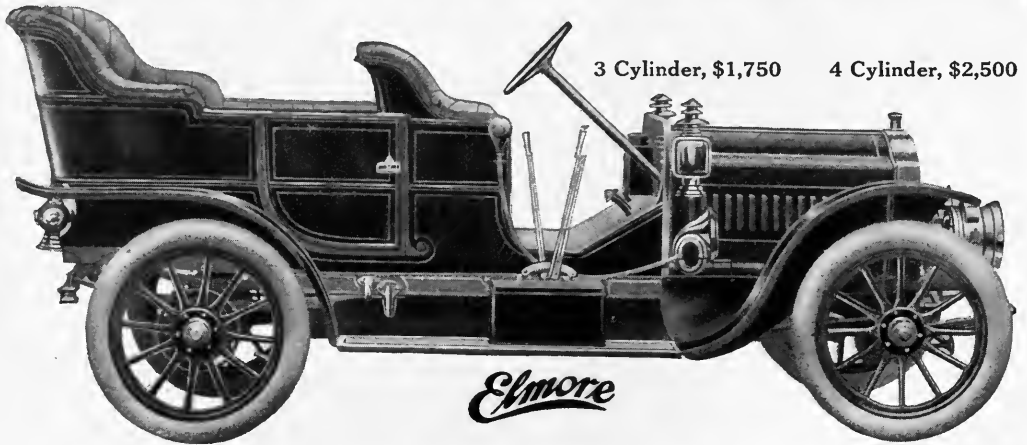
So, too, is our unusual catalog, which sets forth fully the cardinal differences between six-cylinder cars and other types. Its information is worth knowing.

We make the Winton Six in two sizes. Five passenger, 48 horse-power car, \$3000. Seven-passenger, 60 horse-power car, \$4500. Both cars of the finest quality that any experienced, conscientious maker can produce.

Write for literature today.

Winton Branch Houses in New York, Boston, Philadelphia, Baltimore, Pittsburg, Detroit, Chicago, Minneapolis, Seattle and San Francisco. See our exhibit at Madison Square Garden Show, N. Y., Jan. 16-23

The Troubles You Have With Your Four Cycle Car the *Elmore* Owner Knows Nothing At All About



The *Elmore* owner views with complete equanimity the strenuous struggle for supremacy among four cycle cars.

Their clamorous assertions of superiority, one over the other—the auction-like offering of big cars at a little price, and big cars at a big price—do not perturb or disturb him.

He knows they are all four cycle cars. He knows that no car which is deficient in a vital engineering principle can rise above that deficiency.

He knows that the four cycle motor is basically incorrect, because it is hampered by valves and by intermittent torque—a ripe, rosy apple with a worm at the core.

He knows that no amount of refinement, no possible cut in price, can compensate for the fluttering, jerky action of that motor.

He knows that no matter how deep they bury that motor under cushions of luxurious leather, or strive to distract the owner's attention with glistening brass and glass; the fatal flaw—the intermittent application of power—is still there.

He thinks of his own valveless, troubleless *Elmore* engine, running from January to

January without jolt or jar, and he smiles complacently.

Do you think this is a fanciful picture? It isn't.

While you are listening to the disputatious clamor of a score of cars whose very name—four cycle—spells complication and trouble, several thousand *Elmore* owners are saying:

“No matter what car you offered me; no matter how big or how fine it was; no matter how many cylinders it had; no matter how low you made the price, I wouldn't have it if it was a four cycle in exchange for my *Elmore* valveless two cycle car.”

“In the distress of our best friends,” says Rochefoucauld, “we ever find something not distressing to us”; and *Elmore* owners, being quite human, cannot refrain from a chuckle of self-congratulation when they witness the difficulties encountered by four-cycle owners—difficulties which their wisdom has escaped in selecting an *Elmore*.

Your dealer can get no more cars than we have already allotted him. If the subject interests you—as it eventually will when you investigate—you should discuss it with him as early in the year as possible.

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Members of the American Association of Licensed Automobile Manufacturers

We will exhibit only at the Madison Square Garden Show, January 16-23

Any good automobile will give you pleasure. But which one will give you the most pleasure and the most service for what it costs?

Look at the facts.

The Franklin air-cooled engine gets more power out of the gasoline than a water-cooled engine, because it runs at a more efficient temperature. This means fuel economy right at the start.

The Franklin engine is lighter. There is no water-cooling apparatus. The whole automobile is lighter, as well as simpler and stronger. This means further fuel economy, and an enormous saving of tires. The weight of an automobile is what wears out tires and makes big bills.

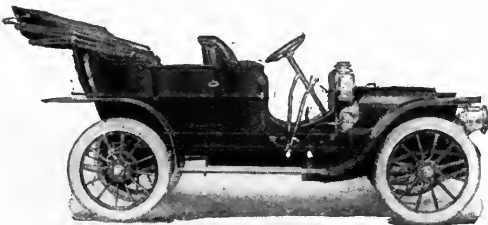
The Franklin six-cylinder seven-passenger Model H, the most capable touring-car for American roads, is the only light-weight large automobile. It doesn't begin to use up tires as fast as the heavy water-cooled machines. And it is more comfortable. Many people who can endure only a limited amount of riding in a steel-frame half-elliptic spring automobile, find that in a Franklin with its full-elliptic springs and its laminated wood frame they can ride all day—and day after day, with comfort and enjoyment.

So the Franklin gives more mileage—more service, on all sorts of roads. And more service in the year. You can use any Franklin all the time—winter and summer. There is nothing to freeze nor overheat.

What real comfort is there in a heavy hard-riding automobile? How much satisfaction in one that you cannot use readily and freely every day in the year?

Franklin automobiles, measured by quality, and by what they do, are the best automobile value there is.

Learn the facts before you buy.



Model D \$2800 (Top extra)

Write for the new 40-page Franklin catalogue de luxe, describing the complete line of Franklin runabouts, touring cars and closed cars. The most informing automobile catalogue ever issued. Sent only on request.

H H FRANKLIN MFG CO., Syracuse N Y



The 30 Locomobile
SHAFT DRIVE TOURING CAR
\$3500. Top Extra



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The "40" Locomobile is the logical choice of those who want a high-powered seven-passenger car. Price, \$4,500. Also Runabout or Baby Tonneau and Closed Cars.

A "40" Locomobile won the Philadelphia Founders' Week Stock Chassis Race, the most important event of its kind ever held in America.

Send 10c. for a set of 12 Souvenir Post Cards, showing the 90 h. p. Locomobile winning the 1908 International Race for the Vanderbilt Cup, the first American car to achieve this triumph.

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TO enjoy the exhilaration of speed, with physical comfort and mental assurance of safety, is one of the many privileges of Oldsmobile owners. Perfect spring suspension and shock-absorber equipment insure comfort. Strength-for-emergency construction insures safety.

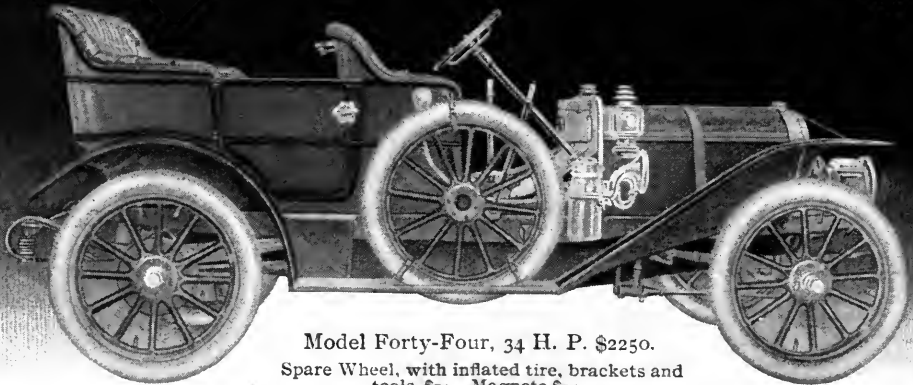


It is also the privilege of the Oldsmobile owner to drive a silent car, of easy control and beautiful design; a car just as ready for a cross-country run as for a boulevard parade. For ten years the Oldsmobile has been a known quantity—for ten years performance has always equalled promise—and the 1909 car is no exception. Four-cylinder touring car or roadster \$2750. Six-cylinder cars \$4200. Details sent on request.

Member Association
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OLDS MOTOR WORKS
Lansing, Michigan

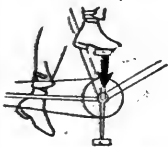
Oldsmobile Co. of
Canada, 80 King St., E.
Toronto, Ont.



Model Forty-Four, 34 H. P. \$2250.
Spare Wheel, with inflated tire, brackets and tools, \$74. Magneto \$150.

THE OFFSET CRANK SHAFT

Most automobiles develop sufficient power when they are traveling at a *high* speed. The greatest need is for power at *slow* engine speeds. Rambler Model Forty-Four can be operated smoothly and steadily at *three* miles an hour on *high* gear. This is because of the offset crank shaft.



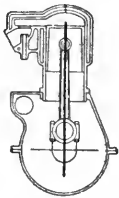
Corresponds to position of piston in ordinary engine at explosion center.



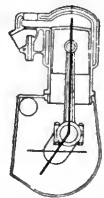
Corresponds to position of piston in Rambler engine at explosion center.

Rambler

The Car with the Offset Crank Shaft



Ordinary Engine. Position of piston at explosion center. Explosion exerts no turning effort to crank shaft. The dead center wastes energy. Shock falls on bearings.



Rambler Offset Crank Shaft. Position of piston at explosion center. Full power of explosion exerts turning effort to crank shaft. Dead center eliminated. No energy wasted. No shock to bearings.

Seven passenger model, forty-five horse power with offset crank shaft, \$2500. Other models, \$1150 to \$2500. Write for catalog describing Rambler offset crank shaft, Spare Wheel, straight line drive and other features of the new Rambler.

THE CAR OF STEADY SERVICE

Thomas B. Jeffery & Company, Main Office and Factory, Kenosha, Wis.

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Representatives in all leading cities.

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1



Ready-Flated Tires In Position on Wheel.

Permit the Carrying
of Tires Already
Inflated
On Spare Rims

5



The Finishing Touch.

2



Ready-Flated Tires Partly Removed.

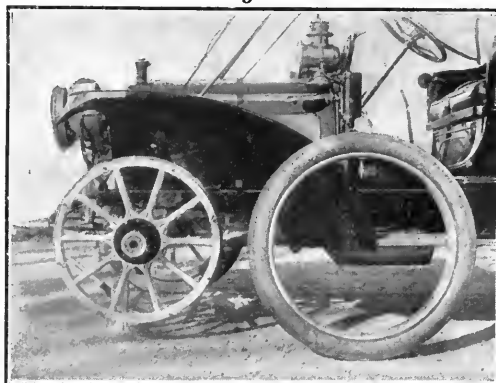
Reduce Tire
Expense
and
Make Motoring
a Pleasure

4



Placing Ready-Flated Tire on Wheel.

3



Wheel Fitted to Receive Continental Tire "Ready-Flated"



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DEALERS EVERYWHERE

Return
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On the top of
The Alleghenies
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Premier
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Work That Counts

The Premier has done more publicly to demonstrate in a practical way, the reliability, endurance and economy of the motor car than any other car in the world. And it has done just as much in the hands of private owners. It is performance that stamps

The Premier

Has met no superior in endurance contests.

Holds the official record for economy.

"The Quality Car"

Such performance is made possible only by the conscientious effort of this plant to build the best motor car in the world. Send for Catalogue E.

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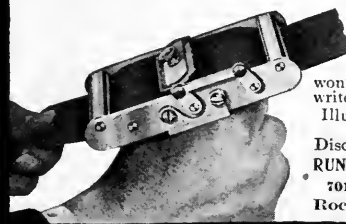
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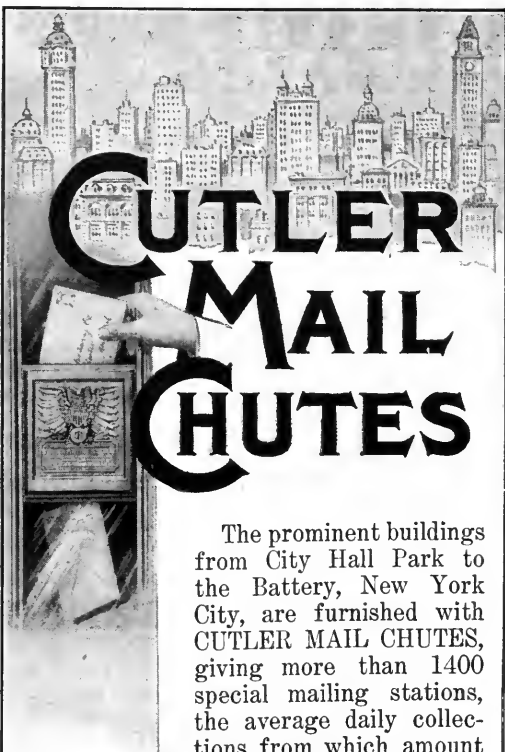
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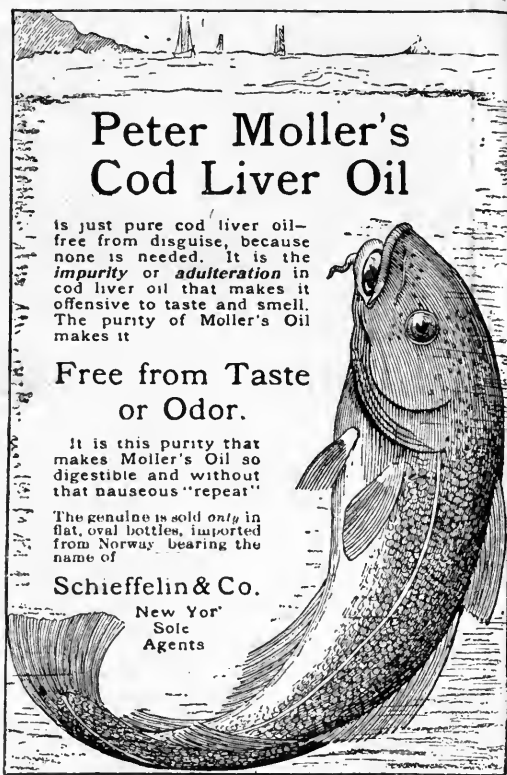
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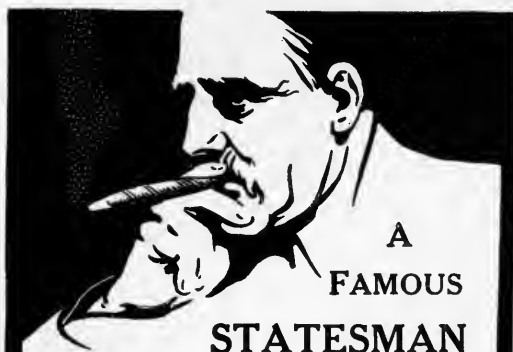
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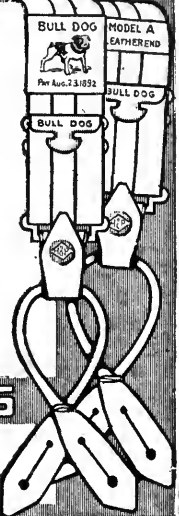
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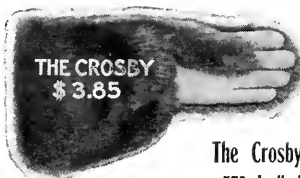
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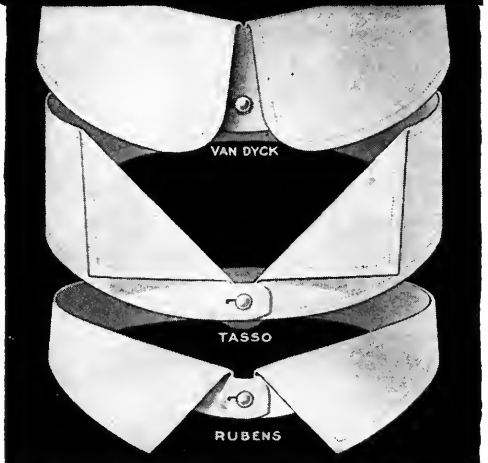


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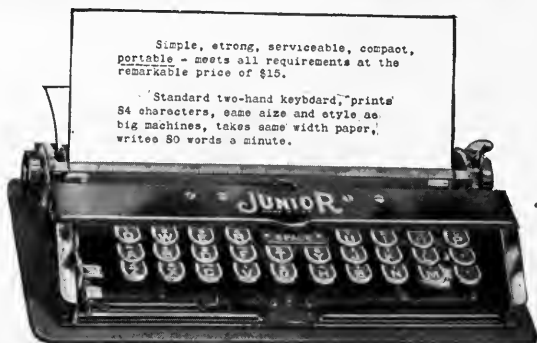
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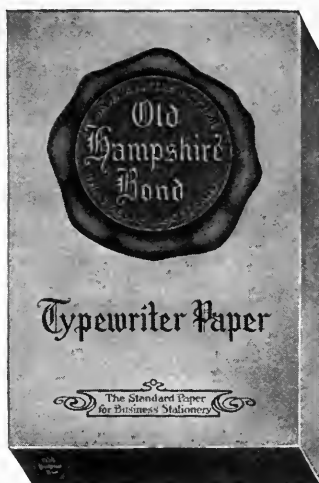
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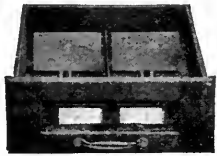


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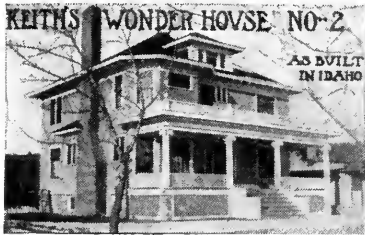
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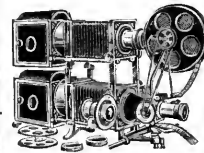
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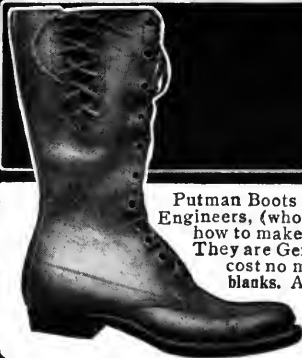
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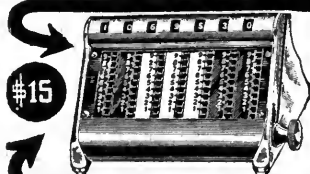
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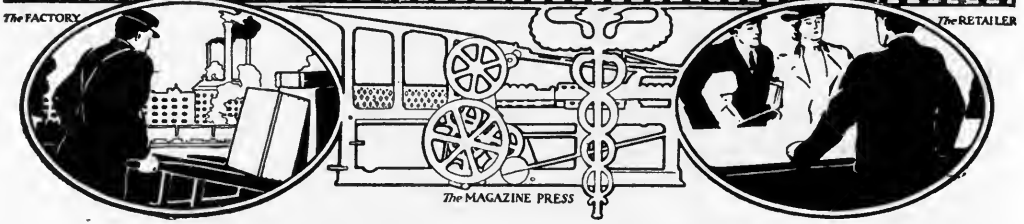
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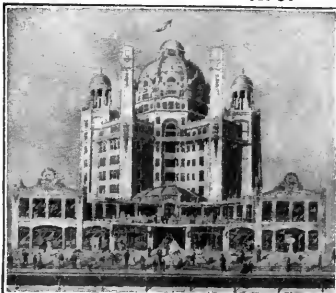
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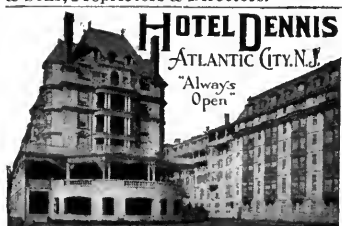
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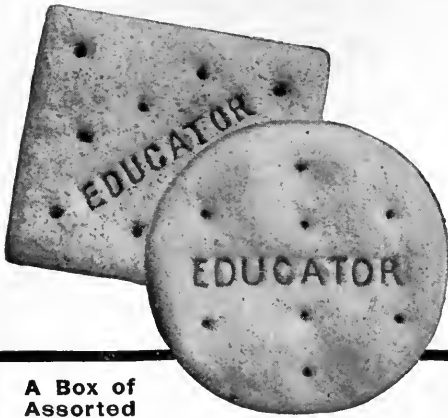
Single Record Disks, 50c.

for 10-inch; 75c. for 12-inch.

Complete operas and all latest selections. Zon-o-phone machines reduce the cost. Ask your dealer for prices and lists.

UNIVERSAL TALKING MACHINE MFG. CO.
Newark, N. J.





A Box of
Assorted

EDUCATOR CRACKERS

Sent To You Free

just to let you prove the difference between them and the usual crackers you buy. The distinctive flavor afforded by our methods of milling and baking, make Educator Crackers more delicious as well as infinitely more nutritious than any crackers you've ever tasted.

Your name on a postal will bring a sample box; please give also, the name of your grocer. All grocers should have Educator Crackers. If yours hasn't and won't get them, we'll supply you direct.

Johnson Educator Food Co., 211 Tremont Street, Boston, Mass.

Blooker's cocoa

All housewives who desire to give their families the best, will do well to try Blooker's. It's a most delicious drink—healthful, digestible, concentrated, economical. With the unapproachable Blooker flavor in the bargain.

Sample sent postpaid. Dept. D.



46 Hudson Street, New York.

MOVING PICTURE MACHINES STEREOPTICONS



THE FIELD IS LARGE

comprising the regular theatre and lecture circuit, also local fields in Churches, Public Schools, Lodges and General Public Gatherings. Our Entertainment Supply Catalogue and special offer fully explains everything. Sent Free.

CHICAGO PROJECTING CO., 225 Dearborn Street, Dept. Y, Chicago.

ELECTRIC GOODS for EVERYBODY. Catalog of 200 Novelties Free. If it's Electric we have it. Big Catalog 4c.

OHIO ELECTRIC WORKS, Cleveland, Ohio

The World's Headquarters for Dynamos, Motors, Fans, Toys, Batteries, Belts, Bells, Lamps, Books. We Undersell All. Want Agents.

Knox Gelatine

The one absolutely satisfactory
solution of the dessert problem

From every point of view KNOX GELATINE stands out preëminently as the ideal, perfect dessert—the one absolutely satisfactory solution of the dessert problem for all occasions. It is so easily prepared, so easily digested, and so delicious that it makes an ideal dessert for not only the children, but the grown folks, who think a luncheon or dinner is not complete unless finished off with a sweet.

There is such an endless variety of ways of preparing it, and when it comes to the table

it is a refreshing relief from the monotony of heavy pies and indigestible puddings. KNOX GELATINE can be used in making not only desserts, but salads, sherbets, water ices, creams, candies, etc. Here is a recipe for a very popular candy. Try it.



TURKISH DELIGHT

1 box Knox Sparkling Gelatine, 1 large juicy orange,
1 lemon, 1 lb. granulated sugar.

Soak Gelatine in $\frac{3}{4}$ cup cold water 10 minutes. Put sugar on stove in $\frac{3}{4}$ cup cold water, and when it comes to boiling point add the Gelatine. Boil slowly but steadily for 20 minutes; add the grated rind and juice of the orange and the juice of the lemon (there should be $\frac{1}{2}$ large cup of fruit juice). Wet tin with cold water and pour in the mixture to the depth of one inch. When firmly set immerse mold in warm water; turn out and cut in cubes and roll in confectionery sugar to which has been added a teaspoonful of cornstarch. Vary by using different fruit juices, flavorings and colorings.

My book "Dainty Desserts for Dainty People," which I send free on request, gives recipes for making all kinds of desserts, etc., but I shall be glad to answer any questions about Gelatine or any special desserts, and if you have any trouble in deciding what dessert to use for any occasion, write me.

FREE For the name and address of your grocer I will send my illustrated recipe book, "Dainty Desserts for Dainty People." If he doesn't sell KNOX GELATINE, send me 2c. in stamps and I will send you a full pint package, or for 15c. a two-quart package (stamps taken). A copy of the handsome painting, "The First Lesson," will be sent for one empty KNOX GELATINE box and 10c. in stamps. The picture is a fine work of art and an ornament to any home.

CHARLES B. KNOX, 1 Knox Ave., Johnstown, N. Y.



When buying Commercial Stationery and Envelopes insist on a comparison of papers, for a comparison will strengthen your good opinion of

Strathmore Parchment

IT will show a more beautiful, brighter, clearer, cleaner, White sheet and a better quality. You will also find three distinct surfaces to select from: Glazed, Linen and Telanian. These are three advantages of STRATHMORE PARCHMENT and, besides, it doesn't cost any more than papers not so good.

IN buying paper for the body or cover of a book or catalogue, or for any advertising printed thing, ask your printer to show you the "STRATHMORE QUALITY" Book and Cover Papers. They are as good in their classes as STRATHMORE PARCHMENT is in its class.

WE will send samples of any or all kinds to responsible business men.

MITTINEAGUE PAPER COMPANY, MITTINEAGUE, MASS., U. S. A.



The "Strathmore Quality" Mills

Don't Throw it Away

Does Your Granite Dish or Hot Water Bag Leak?

USE **MENDETS**
PATENT PATCH

They mend all leaks in all utensils—tin, brass, copper, graniteware, hot water bags etc. No solder, cement or rivet. Any one can use them; fit any surface; two million in use. Send for sample pkg. 10c. Complete pkg. assorted sizes, 25c postpaid. Agents wanted. Collette Mfg. Co., Box 154, Amsterdam, N. Y.



Geisha Diamonds

THE LATEST SCIENTIFIC DISCOVERY

Bright, sparkling, beautiful. They are remarkably brilliant and few people besides experts can tell them from the genuine. One twentieth the expense. Sent free with privilege of examination. For particulars, prices, etc., address

THE R. GREGG MFG. & IMPT. CO.
Dept. 12, 52-58 W. Jackson Boul. Chicago, Ill.



CHINESE JADE

Set in 24-K pure gold only, by our own Chinese goldsmiths. This Chinese gem is rare, beautiful and very fashionable in Scarf Pins, Rings, Pendants, Bracelets, etc. Exclusive Oriental designs submitted. Personal crests and initials executed in Chinese Characters if desired. Booklet No. 9, interesting Chinese history, jewelry in colors on request, send 2c. stamp. No Agents.

BROCK & FEAGANS, Importing Jewelers
Brock & Feagans Building, Los Angeles, California.



Stallman's Dresser Trunk

Protects the light from the heavy, the clean from the soiled. Everything at your finger's end. No rummaging. No tray-lifting. Easy to pack. No need to unpack. No mussed garments. Nine compartments. Strongest, roomiest, most convenient trunk. Costs no more than old box style. Sent C. O. D. privilege of examination. Booklet sent for 2c stamp.

FRANK A. STALLMAN, 53 Spring St., Columbus, O.



Welch's Grape Juice

Purity in grape juice means plain grape juice; that is, juice as you find it in the grape.

Purity is lost by putting in preservatives or by adding coloring matter, or by diluting the juice or by lack of care in any step in manufacture.

Welch's Grape Juice is pure. The juice from the grapes we use needs nothing to prevent spoiling, nothing to heighten its color and nothing to enhance its food value.

The grapes are inspected before they are washed, washed before they are stemmed and stemmed before they are pressed.

They are the choicest Concord grapes grown in the famous Chautauqua vineyards. We have learned how to transfer the juice from the luscious clusters to the bottle unchanged in any way.

If your dealer doesn't keep Welch's, send \$3.00 for trial dozen pints, express prepaid east of Omaha. Booklet of forty delicious ways of using Welch's Grape Juice free. Sample 3-oz. bottle by mail, 10c.

The Welch Grape Juice Co., Westfield, N. Y.

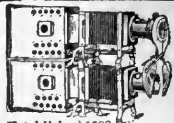


Seeds, Plants, Roses

Bulbs, Vines, Shrubs, Fruit and Ornamental Trees. The best by 55 years' test. 1200 acres, 50 in Hardy Roses, none better grown. 44 greenhouses of Palms, Ferns, Ficus, Everblooming Roses, etc. Seeds, Plants, Roses, Bulbs, Small Trees, etc., by mail postpaid. Safe arrival and satisfaction guaranteed. Immense stock of **CHOICE CANNAS**, queen of bedding plants.

Fifty choice collections cheap in Seeds, Plants, Roses, etc. Elegant 168-page Catalog **FREE**. Send for it today and see what values we give for a little money.

THE STORRS & HARRISON CO., Box 15, Painesville, O.



STEREOPTICONS

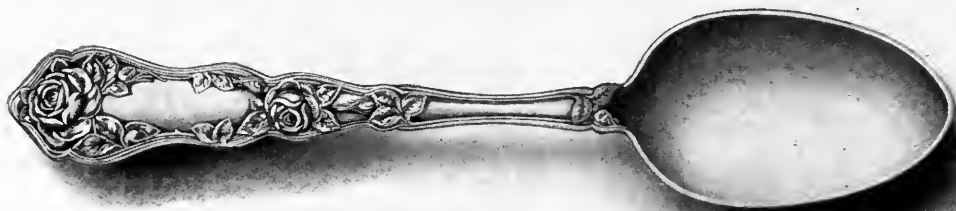
With approved equipment for the Lecture Hall, School, Church and Lodge. Views covering all subjects for instruction and amusement. Profits assured in giving public entertainments, small capital required. Write for catalogue.

Established 1783
McALLISTER MFG. OPTICIANS, Dept. 10, 49 Nassau St., New York

FERRY'S SEEDS

Ferry's are best because every year the retailer gets a new supply, freshly tested and put up. You run no risk of poorly kept or remnant stocks. We take the pains; you get the results. Buy of the best equipped and most expert seed growers in America. It is to our advantage to satisfy you. We will. For sale everywhere. Our 1909 Seed Annual **free**. Write to

D. M. FERRY & CO.
Detroit, Mich.



This Beautiful Teaspoon Given

to any housewife who sends us a metal top from a jar of

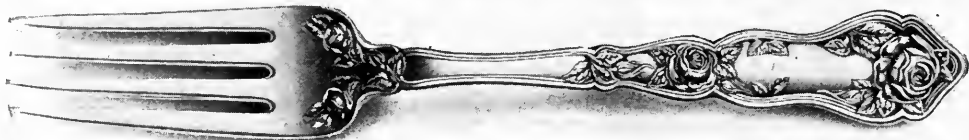
LIEBIG Company's Extract of Beef

and 10 cents (stamps or silver) for expenses. Be sure to buy the genuine Liebig with blue signature, and address Corneille David & Co., Dept. B, 120 Hudson St., New York.

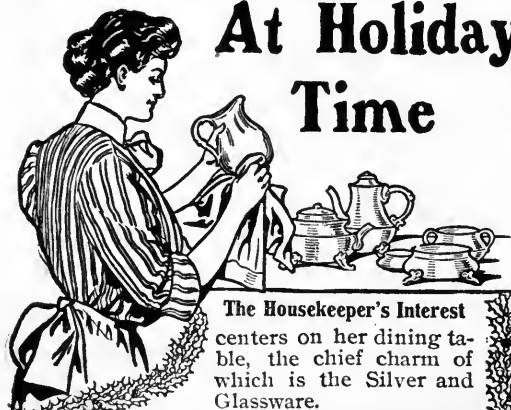
We want you to know by trial that Liebig's is the most delicious, most wholesome, and most economical Beef Extract made; 1/4 teaspoonful makes a cup of beef tea. As an inducement to *try* Liebig's we offer you, practically free, Wm. Rogers & Sons newest rose pattern, extra heavy plated Teaspoons finished in "French gray" like the very latest solid silver, of full size and entirely free from advertising. With every spoon goes the manufacturer's guarantee certificate. After you get one spoon you will be so pleased with it that you will begin saving the jar tops to get a full set; and then you'll want our fork, full sized and of same beautiful rose pattern, with same heavy silver plating, which we send for one jar top and 20 cents in stamps or silver for expenses. This shows, in reduced size



The elegant gift fork we offer



At Holiday Time



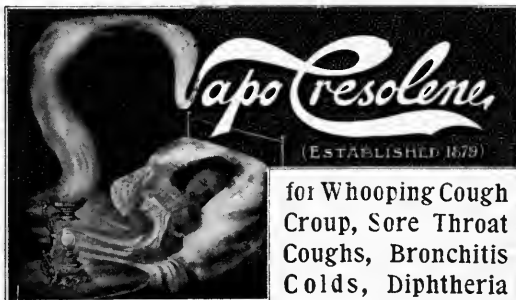
The Housekeeper's Interest centers on her dining table, the chief charm of which is the Silver and Glassware.

To have their appearance perfect, they should be cleaned with

ELECTRO Silver Polish SILICON

It imparts an unsurpassed beauty and brilliancy—easily and quickly—and does not scratch or wear.

Send address for **FREE SAMPLE**, or 15c. in stamps for full sized box, post-paid.
The Electro Silicon Co., 30 Cliff St., N. Y.
Sold by Grocers and Druggists.



Vapo-Cresolene

(ESTABLISHED 1879)

for Whooping Cough
Croup, Sore Throat
Coughs, Bronchitis
Colds, Diphtheria
Catarrh.

"Used while you sleep."

Vaporized Cresolene stops the paroxysms of Whooping Cough. Ever dreaded Croup cannot exist where Cresolene is used.

It acts directly on the nose and throat making breathing easy in the case of colds; soothes the sore throat and stops the cough.

Cresolene is a powerful germicide acting both as a curative and preventive in contagious diseases.

It is a boon to sufferers from Asthma.

Cresolene's best recommendation is its 30 years of successful use.

For Sale By All Druggists.

Send Postal for Descriptive Booklet.

Cresolene Antiseptic Throat Tablets for the irritated throat, of your druggist or from us, 10c. in stamps.

THE VAPO-CRESOLENE CO., 180 Fulton St., New York
Leeming-Miles Building, Montreal, Canada

What **Dioxogen** is and what it does

Dioxogen is the standard antiseptic for cleansing mouth, teeth, throat, cuts, wounds, sores, burns, etc., and for keeping sound membranes from becoming infected. Its only active ingredient is Oxygen—the same oxygen that you breathe in the air every day. **Dioxogen** is so harmless that children can play with it without danger. With it you can easily teach children to clean their teeth and mouth daily.

YOU CAN SEE IT WORK

Dioxogen bubbles whenever it touches decomposing substances such as lodge between the teeth, in tooth cavities, or in wounds and sores. It will not bubble when it touches healthy tissues containing no infectious matter. Hence when you use **Dioxogen** and it bubbles, you know that it is cleansing the tissues and removing the germs and germ products which produce diseased conditions. **Dioxogen** leaves injured or infected tissues in the best possible condition to heal quickly.

Rinse your mouth with **Dioxogen** and see how it bubbles even after you have brushed your teeth carefully with any other preparation and think they are clean. Gargle your throat with **Dioxogen** after smoking, or whenever there is irritation and note how it bubbles as it finds and disinfects decomposing matter hidden in cavities never reached by other means. As a conclusive test, gargle with any ordinary antiseptic, and then immediately gargle with **Dioxogen**, and see how much more thorough **Dioxogen** does its work. **Dioxogen** has hundreds of other uses in the home which can be learned only by using it.

Three sizes, 25c., 50c., and 75c., at all dealers.

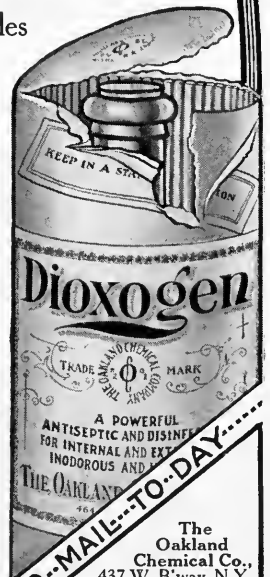
Sold only in sealed packages.

There is only one **Dioxogen**. If anything else is offered as "the same as," or "as good as," **Dioxogen**, you will conserve your own interests by refusing it. You will prevent misunderstandings and annoying controversies by always asking for **Dioxogen** by name and examining the package to see that it is genuine. If any dealer tries to persuade you that some other article is the equal of **Dioxogen**, write to us and we will gladly explain the proven facts regarding the superiority of **Dioxogen**.

SAMPLE BOTTLE FREE

on receipt of the attached coupon signed with your name and address.

THE OAKLAND CHEMICAL CO.
NEW YORK



The
Oakland
Chemical Co.,
437 W. B'way, N.Y.

Please mail the free
sample of Dioxogen as adver-
tised in McClure's, Jan., 1909.

Name.....
Address.....

CUT-OFF-AND-MAIL-TO-DAY.....

Was It Insured?

Everybody asks this question after a fire. The next question, which is just as important, "What Company?" nobody asks. The property owners of America pay annually three hundred million dollars in premiums for fire insurance, but not one in ten of them knows even the *name* of the Company whose policy may be his only asset in case of disaster. Do **YOU** know? If not, what an astonishing state of affairs for an enlightened businesslike American citizen!

If you do know the *name* of the Company, what do you know of its standing or its reputation for fair dealing? **The Hartford Fire Insurance Company** for ninety-nine years has paid promptly every just claim, so that to-day it does the largest fire insurance business in America. When next you insure tell your agent *you* want to

Insure in the Hartford

Losses paid "Cash without Discount"

AGENTS EVERYWHERE

No, You Have Never Tasted Pineapple

If you have ever cut the fresh ripe fruit from a Hawaiian pineapple plant and sliced and eaten it on the spot we owe you an apology for the assertion; but if you have not done just this, we believe our statement that you have never tasted pineapple is true.

Most people say the flavor of pineapple is delicious, BUT

the fruit is so tough and so stringy; it bites the tongue and actually makes the mouth sore.

Yes; all this proves that they have never tasted pineapple.



Hawaiian Pineapple is so different

The best variety of pineapple this earth ever produced raised on a kindly soil which brings it to perfection; picked when perfect (and no fruit is perfect until it is fully ripened), sliced, cored and canned on the plantations almost the next minute and sealed before a tithe of the exquisite aroma has escaped.

Just open a can of it and see; yes and catch the fragrance and *taste a slice*; only one slice, and you will say, too, "I never tasted pineapple before."

The flesh is tender without a trace of woody fibre; the flavor rich, yet delicate, and without a suggestion of the disagreeable "bite" which makes all the fresh pineapple that comes to our market so disappointing, and all the ordinary canned pineapple so thoroughly unsatisfactory.

Yes, our contention is that Hawaiian Canned Pineapple is better and more

delicious than any fresh pineapple that comes to your table, because the fresh pineapple—seldom of the best variety—is picked green, to ripen as it may, while the Hawaiian is fully ripened and canned so quickly that all its luscious flavor is sealed up with it.

Hawaiian Pineapple contains nothing but fresh fruit and pure granulated sugar. It is put up only in sanitary cans preventing contamination by solder or acid. No human hand touches the fruit in peeling or packing.

You can buy Hawaiian Pineapple in three forms, Sliced, Crushed or Grated at your grocer's. The sliced pineapple is usually served just as it comes from the can; the crushed or grated kinds are delicious for sherberts, ices, pastry, puddings, and many other desserts.

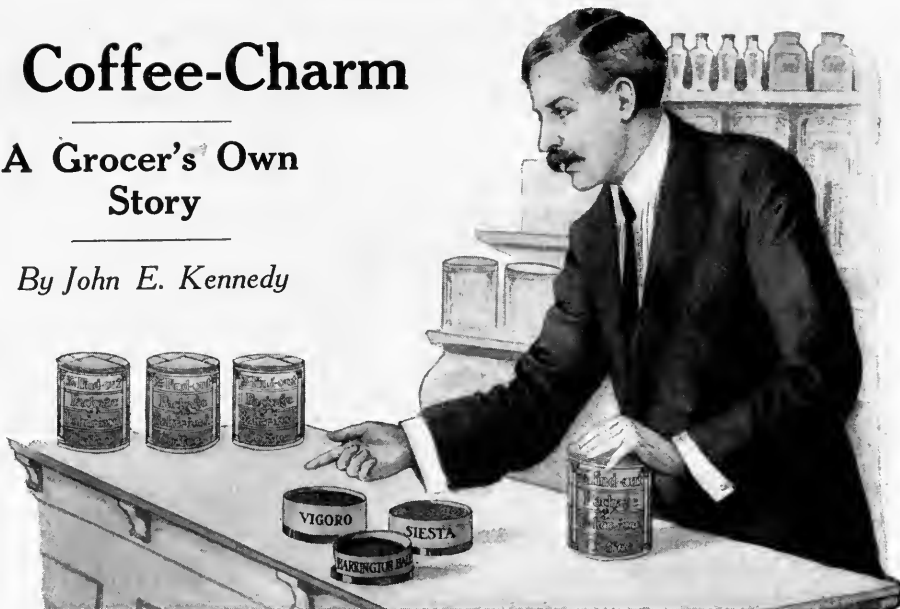
Send for booklet **Hawaiian Pineapple**, containing tested recipes for this most excellent of all preserved fruits.

HAWAIIAN PINEAPPLE GROWERS' ASSOCIATION, Tribune Building, New York

The Coffee-Charm

A Grocer's Own Story

By John E. Kennedy



"BE SEATED, Mrs. Brown!

"I have just seen a new light on Coffee!" said the Grocer.

"And I want you to see it too.

"Coffee, to most of us, is just a *flavor*, you know.

"Now there is quite as much difference between *Coffee* flavors as there is between *Candy* flavors.

"We drink Coffee every day, however, while we eat Candy only occasionally.

"So, it is clearly *worth while* finding out, once for all, the precise *kind* of coffee flavor that best pleases our individual tastes.

"Until *now* this would have been a big undertaking.

"Because, one would have had to sample hundreds of different varieties and Brands.

"And then one couldn't be *sure* of getting the same flavor twice in succession; even from the same source.

"But it is different *now*!"

"Here, in my hand, Mrs. Brown, I hold a 'Find-Out Package' of Baker-ized Coffee.

"We will open it up!

"You see it contains *four* different boxes, all of equal size.

"Three of these contain over $\frac{3}{4}$ of a pound of Baker-ized Coffee.

"The fourth contains Coffee *Chaff*.

"This latter consists of the thin cellulose skin or woody fibre that is folded between the two halves of the Bean.

"Taste this chaff, Mrs. Brown, and you will find it weedy, bitter and nauseous.

"Yet it is included in all ground Coffee that you buy, and in all Bean Coffee that you grind yourself.

"Naturally it *smothers* the finer flavors of the Coffee oil.

"That's why it is taken out of *Baker-ized* Coffee.

"The Chaff is useless. It is included in the 'Find-out Package' without charge, merely to show what is eliminated.

"Now for the other three boxes.

"These contain the *three primary* flavors of true, purified Coffee.

"One of these flavors is labelled, you will see, 'Vigoro' Bakerized Coffee.

"It is described as 'a robust, fuming aromatic, *stimulating* Coffee—full of uplift, spicy odor and generous flavor.

"No mistaking the character of *that* Coffee, Mrs. Brown!

"Another tin is labelled 'Barrington Hall' Baker-ized Coffee.

("You have heard of that before.)

"Deliciously smooth and fragrant, mellow, fine and satisfying—as the label says.

"The remaining tin is branded 'Siesta' Baker-ized Coffee.

"And it is described as 'of mild and dainty flavor, full of subtle delicacy and bouquet. A delight to the palate rather than a stimulant to the nervous system.

"Strong, medium and mild, you see.

"Now, Mrs. Brown, there lies before you the whole gamut of *flavor* and *character* in Coffee.

"Moreover, these flavors and characteristics are as *changeless* as the sun, from year to year.

"Because they are synthetic flavors—built up to certain *fixed* standards of flavor from the world's differing Coffees.

"I want you to *buy*, and take home with you, one of these 'Find-Out Packages' of Baker-ized Coffee, Mrs. Brown.

"Just find out once for all, which flavor you like best (or which combination of flavors).

"We have all three in stock, packed in sealed tins.

"The price of 'Find-Out Packages'? Only 30 cents for the big 30 cents' worth of Coffee it contains."

Price of Baker-ized Coffee, any flavor, 35 to 40 cents per pound, according to locality.

The "Find-Out Package" will be sent express paid on receipt of 30 cents, stamps or coin.

Send for it to-day, Baker Importing Co., 118 Hudson Street, New York, or 212 N. 2nd Street, Minneapolis, Minn.

Charlotte à la Princesse

Made with

NABISCO
SUGAR WAFERS



No other dessert confection has
ever so satisfied that wholesome
desire for a delicate sweet as

NABISCO
SUGAR WAFERS.

In ten cent tins

Also in twenty-five cent tins.

— RECIPE —

Remove center from a six-sided fruit cake and fill with Coconut Macaroons that have been soaked in lemon syrup, then spread over layer of apricot preserve. Cover edges with Nabisco Sugar Wafers; keep in position with Royal Icing. Ornament corners with almond paste. Tie around with pretty ribbon. Before serving fill up center with whipped sweetened cream. Decorate with Festinos and chopped Pistachio nuts.

FESTINO Another dessert
confection in the form of an almond
enclosing a kernel of delicious cream.

NATIONAL BISCUIT COMPANY

Trade **"Standard"** Mark
PORCELAIN ENAMELED

Baths and Lavatories

because of their thorough sanitary efficiency, their snowy beauty, and unusual permanency, first create, then perpetuate home-health, and make your bathroom as attractive and inviting as any room in the house.

Send for Our Book Our new book, "Modern Bathrooms," is beautifully illustrated. It describes in detail a series of up-to-date bathrooms and tells you just how to secure the best possible equipment at the least possible cost. When you buy new bathroom fixtures you'll need this book. Send for it now.

Enclose 6 cents postage and give us name of your architect and plumber if selected.



Address, **Standard Sanitary Mfg. Co. Dept. E, Pittsburgh, Pa., U. S. A.**

Offices and showrooms in New York: **"Standard"** Building, 35-37 West 31st Street.

Louisville: 325-329 West Main Street.

Pittsburgh:

New Orleans: Cor. Baronne & St. Joseph Sts.

London, Eng.: 22 Holborn Viaduct, E. C. 949 Penn Ave.

Cleveland: 648-652 Huron Road, S. E.

BANKERS TRUST COMPANY

7 WALL STREET, NEW YORK

Capital \$1,000,000
Surplus and Undivided Profits . 1,180,200

Exceptional Advantages to Depositors

IT is an exceptional advantage to do business with an institution such as the Bankers Trust Company, whose affairs are directed by a group of the nation's representative financiers.

It is an exceptional advantage to customers seeking secure investments to be able to draw on the knowledge and experience of the ablest judges of value and security.

*Interest is allowed on deposits.
Out of town accounts solicited.*

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Inquiries are invited as to the Company's functions as Executor, Administrator, and Guardian; as Fiscal Agent, and as Trustee for Individuals and Corporations.



*Most of the successful
styles appear first in*

ARROW COLLARS

OLYMPIC 23 $\frac{3}{8}$ inches high.
CARLTON 24 $\frac{3}{8}$ inches high.
15 cents each; 2 for 25c.

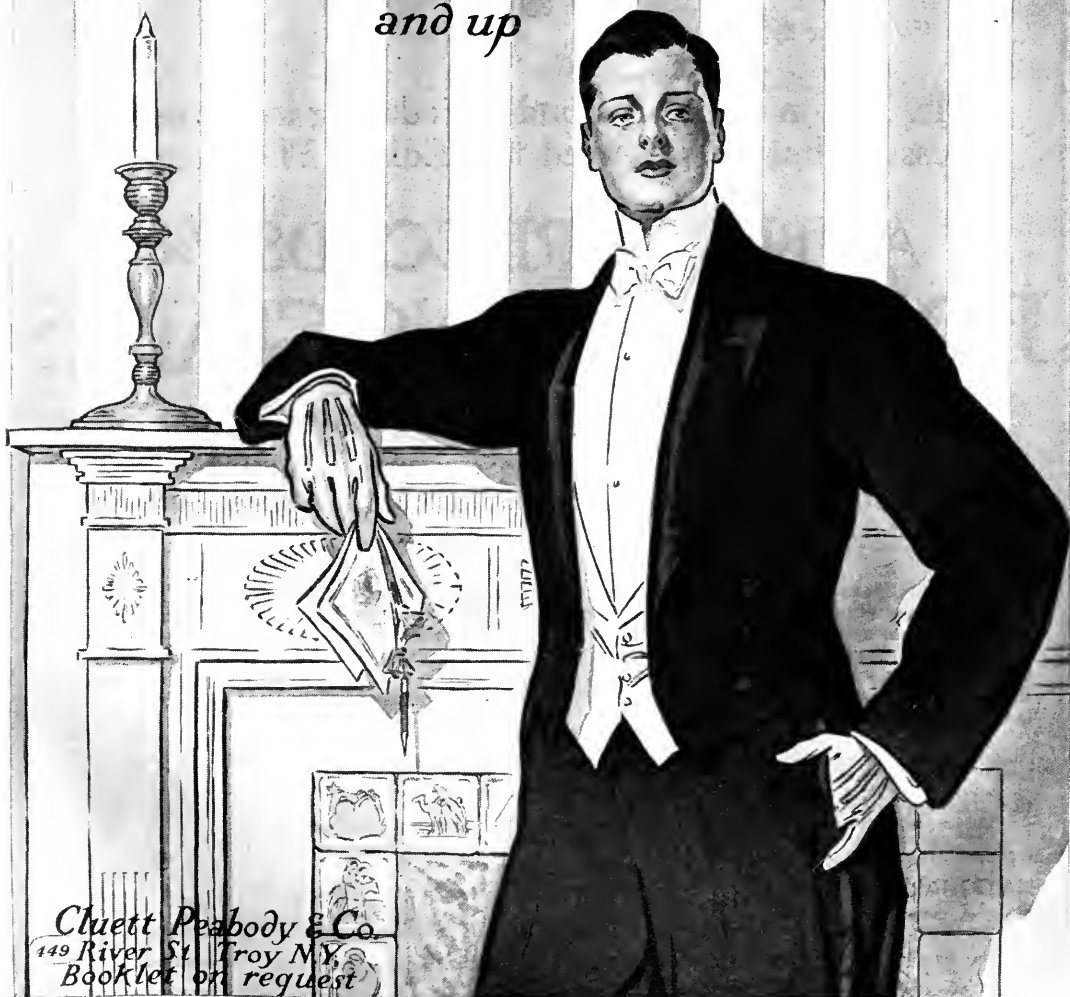
Cluett Peabody & Co. 449 River St. Troy, N.Y. Booklet on Request

Cluett

Dress Shirts

*fit every man and
every function -*

\$1.50
and up



Cluett Peabody & Co.
449 River St. Troy N.Y.
Booklet on request



"Why the mail was late"

Mr. Edison made all sound-reproducing instruments possible but he perfected the Edison Phonograph.

AMBEROL RECORDS *for* EDISON PHONOGRAPHS

are Mr. Edison's newest and greatest invention. They are no larger than the regular Records, but hold twice as much music and play twice as long.

Every Edison Phonograph in existence, except the Gem, can be equipped with an attachment to play these new Records as well as the old Records.

There are new Records fresh every month for the Amberol Records as well as for the old Records. All new machines are equipped to play both. Any old machine can be easily equipped to

play both by consulting a dealer. A full line of Edison Phonographs can be heard and both kinds of Records can be enjoyed at the store of any dealer anywhere in the United States.

There is no excuse for anyone to be without the pleasure that is furnished by an Edison Phonograph.

One of the greatest pleasures which the Edison Phonograph affords is making Records at home. The Edison is the only type of machine with which this can be done.

Edison Phonographs are sold at the same prices everywhere and to everyone. Prices range from \$12.50 to \$125.00.

Edison Amberol Records, 50c. Regular Edison Records, 35c. Grand Opera Records, 75c.

Ask your dealer or write to us for illustrated catalogue of Edison Phonographs, also catalogue containing complete lists of Edison Records, old and new.

NATIONAL PHONOGRAPH COMPANY, 20 Lakeside Avenue, Orange, N.J.

New York, 10 Fifth Ave.; London, Victoria Road, Willesden; Sydney, N.S.W., 840 Kent St.; Mexico City, Avenida Oriente No. 117; Buenos Aires, Viamonte 515; Berlin, Sud-Ufer, 24-25; Paris, 42 Rue de Paradis.



TRADE MARK

Thomas A. Edison

THE EDISON BUSINESS PHONOGRAPH means shorter hours for the business man

Watch the Grocer's Basket

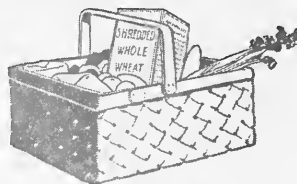


THERE is no "substitute" for Shredded Wheat Biscuit, but it is just as well to watch the grocer's basket when it comes. When you order Shredded Wheat you want

SHREDDED WHEAT

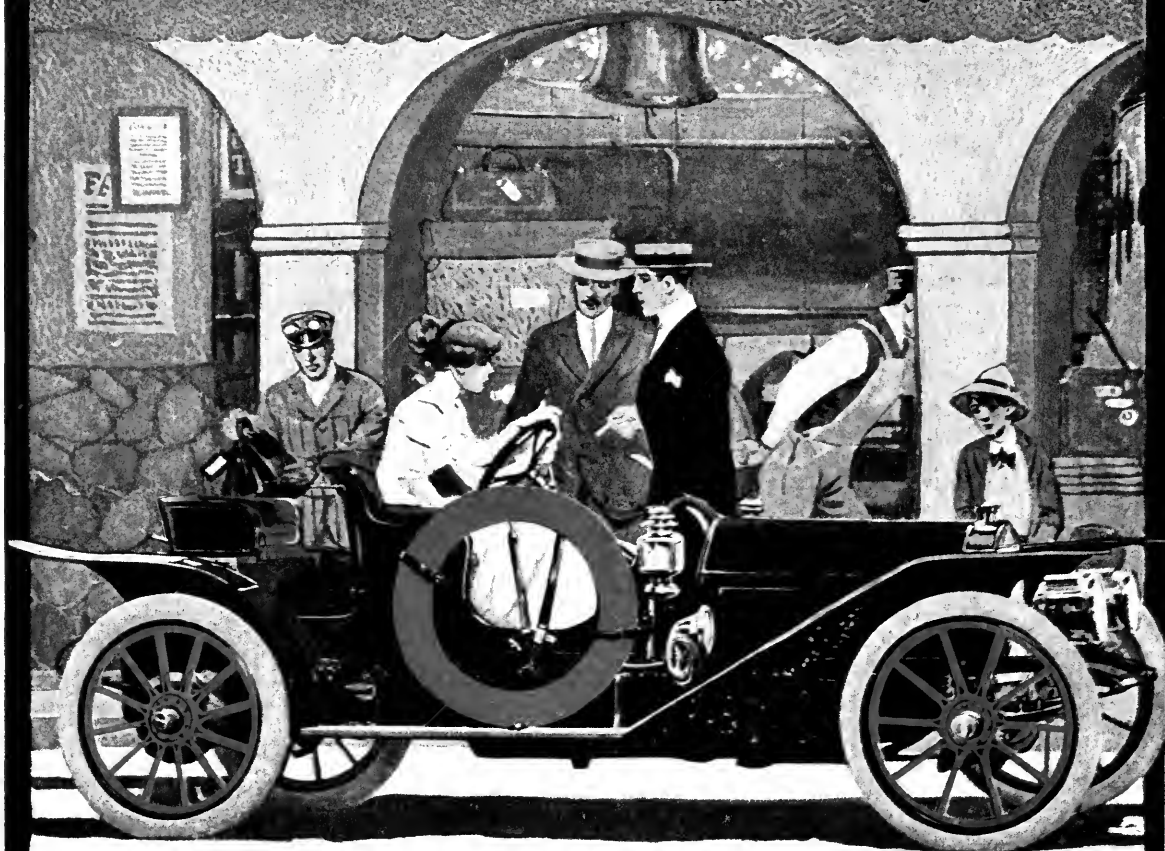
AFTER once tasting the crisp, delicious shreds of baked wheat you will not be satisfied with mushy porridges. Food fads may come and go, but Shredded Wheat goes on forever. Always pure, always clean, always nutritious, always the same. Fresh from our two million dollar sunlit bakery—a million and a quarter Biscuits every day in the year.

Shredded Wheat is made in only two forms, BISCUIT and TRISCUIT—the Biscuit for breakfast with milk or cream or for any meal with fresh or preserved fruits. Triscuit (the Shredded Wheat Wafer) used as a TOAST for any meal with butter, cheese or marmalades. Shredded Wheat is the whole wheat cleaned, steam-cooked, shredded and twice baked. The process is protected by forty-one patents in the United States, Canada and Europe. Both the Biscuit and Triscuit should be heated in the oven (to restore crispness) before using. Our new illustrated cook book is sent free for the asking.



THE ONLY "BREAKFAST FOOD" MADE IN BISCUIT FORM
THE SHREDDED WHEAT CO., NIAGARA FALLS, N. Y.

The Pierce Arrow



WITHOUT forgetting that, after all, a motor car is a piece of machinery, the Pierce Arrow has never failed to offer its owner the highest luxury also.

Here is the Pierce Runabout, the same effective Pierce chassis, fitted with a smaller body, combining all of the efficiency of the Pierce engine with the convenience of a runabout.

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| | 24 H. P. | 36 H. P. |
| Two Passenger Runabout, | \$3,050 | \$3,700 |
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Besting the Runabout, other new 1909 Pierce models include TOURING CARS, BROUGHAMS, SUBURBANS, LANDAUS and LANDAULETTES—4 to 63 H. P., 4 and 6 Cylinder.

The Pierce Arrow Cars will be exhibited in New York only at the Madison Square Garden Show, January 19 to 23, 1909, and at the salesroom of our New York representatives, THE HARKOLDS MOTOR CAR CO., 211 West 54th Street.

THE GEORGE N. PIERCE COMPANY (Members Association Licensed Automobile Manufacturers) BUFFALO, N. Y.